Barb Goldworm

◈ FOCUS

Barb Goldworm
Founder, President and Chief Analyst, FOCUS, LLC
Barb Goldworm is founder, president and chief analyst of **FOCUS, LLC** (www.focusonsystems.com) a research, analyst and consulting firm focused on transformational technologies in virtualization, cloud computing, systems and storage.

> **Barb is a well-known industry expert, frequent keynote speaker, analyst, book author and columnist, with thirty years' experience in virtualization, systems, and storage**, in various technical, marketing, sales, senior management, and industry analyst positions with IBM, Novell, StorageTek, Enterprise Management Associates (EMA), and multiple successful startups. Barb chairs and keynotes at many industry events on virtualization, cloud computing and storage.

In addition to being a frequent speaker, Barb has been content chair for major industry events including *Interop* – *Virtualization (and Advisory Board member),* *Enterprise Cloud Summit* – *Private Cloud*, *Cloud Connect* – *Private and Hybrid Cloud*, *ComdexVirtual Virtualization*, *Data Center Insights, Blade Systems Insight, and* ***Server Blade Summit.***

Barb has been a regular keynote speaker at hundreds of virtualization, cloud, datacenter and storage events throughout North America, along with numerous webcasts and podcasts, and been **one of the top rated expert speakers at major events such as** *Tech Target Data Center Decisions, Storage Networking World, Interop* and ***Cloud Connect.*** Her breadth and depth of knowledge allow her to deliver presentations from keynotes to multi-day workshops on virtualization, cloud, and storage.

Barb has published extensively and has also been a regular expert columnist and speaker on systems and storage since the 1990s for NetworkWorld, ComputerWorld, Storage Networking World Online, TechTarget, IDG, GigaOm, Information Week, Network Computing and Ziff-Davis. She also has been a judge for awards such as Best of VMworld, and Product of the Year.

Barb has authored hundreds of business and technical white papers, market research reports, end-user surveys, and articles, and authored the Wiley book "Blade Servers and Virtualization: Transforming Enterprise Computing While Cutting Costs" (available on Amazon.com).

Barb started with virtualization and storage in the 1970s with IBM, delivered the industry's first PC Electronic Software Distribution (ESD) Solution in the late 1980s, was a SAN thought leader in the 1990s, a blades and virtualization thought leader and book author in the 2000s, and is now a cloud thought leader. She spent a decade in technical roles as a software developer, systems architect, systems engineer, and director of software development. After another decade in product management, marketing and sales, through VP of marketing and sales, Barb has spent the last ten years as an analyst, consultant, author and speaker. Barb offers an insightful perspective on the IT landscape of today and tomorrow.

FOCUS, LLC offers independent market research, analysis, and consulting focused on transformational technologies in virtualization, cloud computing, systems and storage for the enterprise, SMB, and government markets. FOCUS delivers up-to-date and in-depth market knowledge through speaking engagements, webcasts, podcasts, books, expert columns in leading industry publications, market landscape reports, technology briefs, solution profiles, business and technical white papers, multi-client user survey reports, presentations, education and training, and consulting.

Key Focus areas include: Cloud Computing; Virtualization – Server, Desktop, Application and Storage; Workspace Mobility, Systems, Storage and Enterprise Management (Physical and Virtual); Data Protection, Disaster Recovery, and Backup; Storage Networking and Storage Technologies; Blade Systems; Converged Infrastructure, and Business Benefits of Technology (ROI, TCO).

Barb Goldworm: Speaker Reviews

> **"Barb Goldworm is an amazing speaker and incredible educator - she covered about a week's worth of education in one day!"**

"Barb moderating the keynote panel was awesome. I think she really brought something valuable to the keynote panel she had up there"

"Barb is excellent! Clone her and have her facilitate every work shop/session!"

"Best workshop I've attended @ Interop. Barb's knowledge on this subject is great and her style is engaging and thorough."

"Barb is a rock star."

"Excellent Excellent Excellent. The content, delivery, and applicability were spot-on. Barb is an incredibly knowledgeable asset"

"Barb's dissertation on Privatizing the Cloud was fantastic"

"Well spoken, engaging and informational speaker."

"Barb's presentation was truly outstanding. I've seen many about this topic and hers was one of the best."

"Ms. Goldworm is outstanding!!! She knew the subject extremely well."

"Barb Goldworm was great! Professional speaking ability with a thorough knowledge of the field. Enjoyable and educational."

"Packed with useful info that was presented clearly from an obvious expert in this area"

"Barb was excellent! Session was fantastic. So much new content I don't know how she does it."

"Flawless delivery. Great job. Very well organized and covered many details."

"I really enjoyed Barb's presentations. While she covered material quickly, she still did so in a manner where I could follow her very easily. There's no doubt she's an expert in her field."

"Hit a home run for me. Excellent speaker."

"Very passionate speaker with a wealth of knowledge on the topic"

"Best workshop of the show. Goldworm is amazing"

Barb Goldworm: Speaker Reviews

Data Center Transformation Keynote - U.S. Tour

⭐ **"Barb's presentation was the most informative and comprehensive overview of the cloud and its opportunities that I've ever seen."**

"Barb was outstanding, top notch, knew her stuff and audience."

"Best part of the day was Barb's overview of the future of IT, the next phase, Cloud, etc."

"One of the best events I've attended. Barb was great and her insight was spot on."

TechTarget Data Center Decisions – Rated as one of the top 3 Speakers

⭐ **"This is one of the most amazing presentations I have attended ever in my 20+ years' experience. Barb is a master of her trade. Wow!"**

"Barb is a great speaker! Very knowledgeable. Lots of good information and detail. I look forward to hearing her speak more."

TechTarget /Channel Partner Virtualization Keynote: North America Tour

⭐ **"Barb had so much outstanding info. One of the best presentations on server and desktop virtualization. Clear, concise and well put together."**

"Thrilled with the content and presentation given by Barb"

Ziff-Davis Virtualization Summit - Opening Keynote

⭐ **"The most valuable thing about this symposium was the Keynote Speaker, Barb Goldworm and her presentation on virtualization and blades. She really demonstrates the subject, and it was very informative."**

StorageNetworkingWorld (SNW) – Rated as one of the top 3 speakers

⭐ **"Excellent speaker, good analysis, and classification."**

"Very articulate and knowledgeable."

Other seminars and speaking engagements:

⭐ **"There are very few knowledgeable people in this field. Barb not only knows this field, she can express it in an easy to understand and enjoyable fashion. She got right to the heart of the topic and gave a good overview in a very short time."**

"Excellent delivery. Professional and informative. ...She held my attention. KUDOS!"

**Sample Topics for Speaking Engagements
(CIO level through in-depth workshops):**

- **Workshops:** Interop workshops, Cloud Connect workshops, & on-site (partner-hosted, or enterprise-hosted) workshops available

    - Virtualization and The Road to Private Cloud

    - The New Workplace– Desktop Virtualization, Tablets and BYOD

    - The New Data Center – Modernizing the Storage and Network Infrastructure for the Virtual / Cloud Era

- **Keynotes** (Summits, Sales Kickoffs, Partner hosted customer events, Webcasts)

    - Top Trends in Virtualization & Cloud Computing

    - The Future of the Desktop/Desktop of the Future

    - Data Center Transformation

    - Virtualization and Cloud Computing – the Impact on the Infrastructure