

Linking Business Innovation with Strategy: The Case of EMC

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Abstract:

EMC has been changing its strategy continuously from the times it operated solely in the mainframe market to the current digital universe. In this talk I will describe the latest strategy, the industry trends that are driving it, the evolution of the product portfolio and the approach to go-to-market, and how EMC is planning to get through the current economic crisis, all in the context of a journey to achieve a market and industry leading position.

Short Bio:



Sarah Zohn

Strategic Troubleshooter / Change Agent

Sarah Zohn was with EMC Corporation from 1994 to 2009. She held positions in Symmetrix Engineering, Open Software Engineering, Deputy Executive Vice President, Centera incubator business unit and in the EMEA sales organization. Most recently she was Vice President Operations and Business Development for the EMEA sales organization. Prior to this position, as V.P. of Engineering, Sarah was responsible for the development of the Centera software as well as for building growth strategies for the professional services and customer services of the then new EMC business line, CAS, based on Centera. With her previous jobs at EMC, Sarah has covered a wide range of line and staff responsibilities in Software and Hardware, engineering and business; she developed deep understanding of the Storage Networking and Information Management industry, customers and in international field and corporate organizations and processes.

After receiving her B.Sc.E.E. in 1975 from the Technion Institute of Technology in Israel, she began her career as an Engineer, then as a Project Leader and eventually moved into a management position in the area of computerized control systems in the chemical and petrochemical industry. This 10-year experience exposed her to international business above and beyond her technical responsibilities.

In 1989 Sarah received her M.B.A. from the Ben-Gurion University in Israel where she studied and taught Information Technology. Since moving to the United States in 1989, she has been holding management and executive positions in the computer industry as well as other hi-tech companies.

