

CONNECTING TO THE CLOUD

DCIA Conference within CES
LVCC North Hall N262
January 8, 2014

5:15 PM - The Impact on the Consumer Electronics Industry of Cloud Computing.

What are the implications of devices being ubiquitously “connected to the cloud” for the organizations that make, market, and maintain these products and are involved in provisioning these services?

– Panel Discussion with Marty Lafferty, DCIA

Panelists & Moderator



GUIDO CIBURSKI is CEO of TC Unterhaltungselektronik AG (TCUAG), where he has served as a Member of the Management Board since 1998. He was educated at Universitat Karlsruhe in Computer Science, Economics, and Industrial Engineering.



MICHAEL ELLIOTT is an Enterprise Cloud Evangelist at Dell with over 20 years of enterprise technology experience. In this capacity, he consults with companies throughout North America on their cloud architecture, and speaks at industry events.



DAVID FRERICHS is President of Media Tuners, leading a team that adds voice and touch-controlled Internet services to cars and TV. QueSiQue is the ad insertion and content management platform; tuner2.com the consumer portal for Internet radio.



RUSS HERTZBERG is Vice President of Technology Solutions for SoftServe, with general management responsibility for technology solution initiatives in SaaS, Dev Ops, Mobility, Big Data, Security, and Content Management.



GREG KOPOTIC is Senior Digital Marketer for Western Digital (WD), where he works with tools that include large-scale websites, analytics, display, and email. He previously worked at CBS Interactive and Publicis Modern.



THIERRY LEHARTEL is VP, Product Management at Rovi, where he manages the overall solutions portfolio for the Service Provider/Pay-TV market segment. His previous experience includes as Sr. Dir. Prod. Mgt. at OpenTV.



MELODY YUHN is VP and CTO, Carrier Services division, at CSS Corp. Melody is a telecommunications and data communications professional with over 30 years of industry experience. Her background includes wireline and wireless core networks.



MARTY LAFFERTY is CEO of the Distributed Computing Industry Association (DCIA). Previously he served as CEO, Zoom Culture; Marketing VP, Microsoft TV; CEO of NBC's Olympics JV with Cablevision; and VP, TDBS, at Turner Broadcasting.

