

ANALYST PROFILE



SCOTT KELLOGG

Research Analyst



United States

YEARS OF EXPERIENCE

- » 11 years of industry experience

COVERAGE AREAS

- » Storage

ADDITIONAL BACKGROUND

- » MBA in E-Commerce, Regis University
- » BBA in Business Administration, Colorado State University

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Scott Kellogg, Research Analyst, specializes in storage research, focusing on enterprise storage solutions. Scott's research:

- » Evaluates the latest storage technologies, products, and services
- » Analyzes the competitive positioning and value propositions of current market offerings
- » Helps vendors and end users formulate storage strategies

Prior to joining IDEAS in 2010, Scott worked as a Competitive Analyst for Sun Microsystems. At Sun, Scott devised product-positioning and price-targeting strategies for opportunities in the enterprise server and storage markets. Scott also spent several years working in the channel market at Avnet Technology Solutions in sales management and field sales consulting capacities, where he applied a multi-perspective approach to evaluating product and service needs.

Scott graduated with Honors from Regis University with an MBA in Electronic Commerce. He also holds a BBA in Business Entrepreneurship from Colorado State University. Additional academic achievements include: SNIA Certified Storage Professional (SCSP), Sun Certified Systems Administrator (SCSA), and certified Six Sigma Green Belt (CSSGB) from Villanova University.

About Ideas International

Ideas International (IDEAS) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS' products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services.

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