



Hu Yoshida
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Hubert Yoshida is responsible for defining the technical direction of Hitachi Data Systems. Currently, he leads the company's effort to help customers address data life cycle requirements and resolve compliance, governance and operational risk issues. He was instrumental in evangelizing the unique Hitachi approach to storage virtualization, which leveraged existing storage services within Hitachi Universal Storage Platform[®] and extended it to externally-attached, heterogeneous storage systems.

Yoshida is well-known within the storage industry, and his blog has ranked among the "top 10 most influential" within the storage industry as evaluated by Network World. In October of 2006, Byte and Switch named him one of Storage Networking's Heaviest Hitters and in 2013 he was named one of the "Ten Most Impactful Tech Leaders" by Information Week.

Prior to joining Hitachi Data Systems in 1997, Yoshida spent 25 years with IBM storage division, where he held management roles in hardware performance, software development and product management. Since joining Hitachi Data Systems, he has worked to develop open standards for storage management, and in his previous role as vice president of Data Networks, he helped to define the Hitachi Data Systems strategy for storage area networks, network attached storage, and other network-related, storage and data technologies.

Yoshida is a graduate of the University of California at Berkeley, with a degree in Mathematics. He was a U.S. Marine Corps platoon commander during the Vietnam War and was discharged with the rank of Captain. Yoshida has authored several papers on storage area networks, Fibre Channel, multiprotocol SANs and storage virtualization technologies. He has served on the advisory boards of several technology companies and currently chairs the Scientific Advisory Board for the Data Storage Institute of the Government of Singapore and sits on the IEEE Technical Field Awards committee.