

**Infinidat Lands
Industry Giant
Eric Herzog**

INFINIDAT

[Infinidat](#) persuaded thirtyfive-year enterprise storage veteran, [Eric Herzog](#), to serve as [Chief Marketing Officer](#) after nearly seven years as CMO and VP of Global Storage Channels at [IBM Storage Solutions](#) where he was responsible for worldwide product marketing and management for IBM's storage systems, software-defined storage, hyper converged infrastructure, and global storage channels.

Eric Herzog has managed all aspects of marketing, product management, and business development in both start-ups and Fortune 500 companies. His efforts as CMO at IBM have resulted in a number of prominent awards including "[Marketer/CMO of the Year](#)" (Jan 2021), "[Top 100 Hybrid Cloud Influencers](#)" (March 2021), and "[Top 100 AI and Big Data Influencers](#)" (March 2020).



Herzog has expertise in storage systems and software, cloud computing, converged infrastructure, and storage defined storage spanning OEM, channel, and end user market segments and touts a career of consistently exceeds P&L targets, while delivering programs on time and on budget. His specialties include P&L Responsibility, Strategic Marketing and Business Planning, Business and Corporate Development, Product Launch, Venture Fund Raising, Mergers and Acquisitions, Channel Marketing and Development. Herzog has worked at eight startups, five of

which had been acquired.

Herzog: "Infinidat is the most innovative enterprise storage company at scale in the world today, delivering an AI-driven set-it-and-forget-it approach with unprecedented 100 per cent availability, superior performance that is faster than all-flash alternatives, an extensive storage software defined portfolio, and lower total cost of ownership."

"Eric's broad product and market knowledge and deep relationships in the enterprise storage industry make him a great asset for the Infinidat team as our CMO. ... "With his proven track record of building and scaling high-performing marketing teams, results-driven go-to-market execution, elevating brands and introducing new products, Eric will play a key role in further accelerating our global momentum at an exciting time of tremendous growth at the company." [Phil Bullinger](#), CEO, Infinidat



In his new role as CMO of Infinidat, Herzog will lead the company's global marketing and brand strategy and execution. His responsibilities span across product marketing, go-to-market strategies, brand-building, marketing programs, strategic communications, competitive analysis, and strengthening relationships with industry influencers and stakeholders.

Herzog said: "I'm excited about the opportunity to reach every enterprise and service provider that will benefit from the power and flexibility of Infinidat solutions. With best-in-class solutions, exceptional support, motivated channel partners, and an exciting vision for the future, we will expand the Infinidat brand to a leadership position in enterprise storage."

Join a rocketship. Award-winning Infinidat is growing multiple double digits per quarter and we are looking for award-winning Sales Development Representatives to join our WINNING team. If you constantly deliver above the rest, then Infinidat is for you –

[Eric Herzog, Twitter, October 27](#)



ESG founder and Senior Analyst [Steve Duplessie](#): "Eric Herzog is one of the most high-energy and dynamic marketing professionals in the industry that I've ever known, and I've known everyone. Infinidat has been a 'best kept secret' for far too long. That is about to change! Great for the both of them."

Why join another startup? Herzog explains, "I'm an adrenalin junkie. I like innovation and Infinidat is innovating faster than others. Infinidat is the ultimate adrenalin junkie challenge ... It's a David and Goliath thing" (though, one might argue that it is Herzog himself who is the industry giant).

