

Eric Herzog joins Infinidat as chief marketing officer

An enterprise-class storage solutions provider, Infinidat, has appointed Eric Herzog as its chief marketing officer.

Herzog has spent over 30 years in the enterprise storage industry, handling various marketing, product development and business development tasks for startups and Fortune 500 companies.

Herzog will oversee Infinidat's brand development and marketing strategy. Products marketing, go-to-market strategies, brand-building, marketing programs, strategic communications, competitive analysis and strengthening relationships with industry influencers and stakeholders are among his responsibilities.

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