



Andy Higginbotham
Director, Sales & Marketing, Hard Disk Drive Group
Samsung Semiconductor, Inc.

Andy Higginbotham is director of sales and marketing for the Hard Disk Drive Group of Samsung Semiconductor, Inc. Higginbotham is responsible for Samsung's line of hard disk drives ranging from compact flash-sized hard drives to the 3.5" desktop drives, including its hybrid hard drive. He has 16 years of experience in the data storage industry, including executive management positions at various Fortune 500 and start-up companies.

Higginbotham has held previous assignments as senior director of marketing for Western Digital, and general manager for SONY's U.S. Tape Drive Division.

Higginbotham holds a Bachelor of Science degree in Computer Science from the University of California, Santa Barbara, and a Master of Business Administration from Santa Clara University.