

Alan Atkinson  
Senior Vice President  
Technology & Strategy Global Commercial Sales



Alan Atkinson joined Dell in May 2012. Alan leads Commercial Sales Datacenter Strategy and Technology. He balances his time between customers, partners and the industry in order to effectively channel their input into our overall datacenter product direction, strategy and go to market. Prior to this Alan led the Dell Storage business and serves as a passionate customer advocate helping them navigate complicated enterprise business transformations. Previously, Atkinson was President and CEO at Xiotech (now XIO Technologies) and transitioned to Chairman of the Board in November 2011. Prior to XIO, he was Vice President of the Storage Software group at EMC following the acquisition of WysDM Software, which he co-founded. Atkinson also held the position of Senior Vice President of Engineering and Product Marketing at StorageNetworks, which he saw through to a successful IPO. Before StorageNetworks, Atkinson worked at Goldman Sachs where he founded the first centralized data storage group in investment banking. Alan has a Master of Science degree in Computer Science from the University of Pennsylvania.