



Former Red Hat Executive Scott Crenshaw Brings New Cloud And Virtualisation Thought Leadership To Acronis

Crenshaw Joins Acronis as Senior Vice President of Strategy & Chief Marketing Officer to Strengthen Leadership And Focus on Strategic Enterprise Initiatives

LONDON, UK, 26 SEPTEMBER 2012 – Acronis today announced the appointment of industry thought-leader Scott Crenshaw as senior vice president of strategy & chief marketing officer (CMO). In this newly created role, Mr. Crenshaw will drive corporate strategy as Acronis accelerates expansion beyond traditional backup and recovery solutions to address the new challenges created by the consumerisation of IT. To unlock the promise of cloud and virtual infrastructure, enterprises need solutions for secure access, availability and protection. Mr. Crenshaw brings a depth of experience and market-understanding that will enable Acronis to deliver a new generation of solutions to customers worldwide.

“IT organisations are struggling to maintain control and relevance as end users introduce iPads®, cloud services and other new collaboration tools that demand access to the network,” commented Scott Crenshaw, senior vice president of strategy & CMO at Acronis. “When combined with the volume and velocity of data creation, this new BYOD user-led IT frontier presents unnecessary data access, availability and protection headaches. Ironically, technologies for cloud and virtualisation, which were intended to simplify, have created an IT management nightmare. Acronis is well positioned to build on its strong heritage and help organisations maximise the capability of the cloud and the virtual infrastructure.”

Mr. Crenshaw joins Acronis from [Red Hat](#) where he served as vice president and general manager of its cloud business unit, leading strategy and execution in the cloud computing and virtualisation markets. Prior to starting Red Hat’s Cloud Business Unit, Mr. Crenshaw led Red Hat’s Enterprise Linux Business Unit for six years. In these roles, Mr. Crenshaw successfully challenged large incumbent players, delivering greater choice, flexibility and interoperability to the industry, and helped to create the public and private clouds that much of the world relies on today. He was also a founder and President of the [Open Virtualization Alliance](#).

“Scott has an invaluable combination of strong vision, leadership, product strategy and business development skill with an unsurpassed understanding of the cloud and virtualisation market landscape,” said [Alex Pinchev, president & CEO, Acronis](#). “His proven ability to deliver results in competitive markets makes Scott the perfect candidate to extend Acronis’ reach into the enterprise and leverage the technologies we’ve gained through our recent acquisition of GroupLogic. Acronis has a huge opportunity ahead, Scott will be instrumental in helping Acronis to reach its potential.”

Throughout his career, Mr. Crenshaw has held a number of executive positions at technology companies including chief executive officer at security technology company [NTRU](#) and vice president of product development at enterprise software vendor [Datawatch](#). Mr. Crenshaw was a Sloan Fellow at the MIT Sloan School of Management; he received an MBA from MIT and a Bachelor of Science in Computer Science from North Carolina State University.



###

About Acronis

Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions for physical, virtual and cloud environments. Its patented disk imaging technology enables corporations, SMBs and consumers to protect their digital assets. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and available in up to 14 languages. For additional information, please visit www.acronis.co.uk. Follow Acronis on Twitter: http://twitter.com/acronis_uk

Acronis® is a registered trademark of Acronis International GmbH. in the United States and/or other countries. iPad® is a registered trademarks of Apple Inc., registered in the United States and other countries.

Press Contacts:

Emily Gallagher / Laura White
Touchdown PR
Tel : +44 (0)1252 717040
Email : acronis@touchdownpr.com