**Hitachi Data Systems**

**Barry Morrison,**

**VP Global Accounts & Systems Integrators**

**Interim VP & GM, EMEA**

Barry Morrison has been with HDS for the past 8 years, most recently having been appointed Interim General Manager, EMEA.

For the past year, Barry has held the role of VP, Global Accounts & Systems Integrators.  Prior to this, Barry held the position of Regional Vice President & General Manager, Canada.

Barry is an innovative and experienced leader with more than 32 years of technical, sales, services and channel management. Throughout his career, Mr. Morrison has gained a broad range of expertise in IT products and services for customers in the financial services, government, manufacturing, telecommunications and healthcare markets.  Under Mr. Morrison’s leadership, HDS Canada has grown its business 26% annually by focusing energy on helping clients solve their business challenges.  HDS Canada is the market leader of storage based solutions in the Government, Financial and Telecom sectors in Canada.

Prior to joining HDS, Morrison spent five years as a SVP with EDS Canada.  While at EDS,  his team was responsible for large complex IT/BPO outsourcing projects.  Prior to EDS, Barry was the EVP, Solutions at GE Capital ITS, where he led a service and solutions team of 1,250.

Morrison started his career at Digital Equipment, where he spent 18 years holding a variety of management and executive roles, including leadership roles in Alliances, Sales and Services.

Morrison graduated from Fanshawe College, Electronics Technology.  He also has a Business Diploma from the Canadian Institute of Management (CIM) and is a graduate of the University of Western Ontario’s Executive Management Program.   Additionally, Morrison completed post graduate programs at London School of Business, IMD University in Lausanne, Switzerland and Tuck University.

Morrison has a passion for coaching and currently participates by teaching New Hire Training and the Executive Leadership program at HDS. His philosophy is simple “treat people how you want be treated”.