

Career Highlights of Fred Moore

President Horison Information Strategies



Generated by AI

Fred Moore is a prominent data storage industry analyst, consultant, and speaker. He is the founder and president of Horison Information Strategies (<https://horison.com/about/>), a data storage consulting and analyst firm based in Boulder, Colorado. He is widely recognized for the following career highlights and contributions:

- **Pioneer at StorageTek:** Moore began a 21-year career at StorageTek in Colorado as their first systems engineer, eventually serving as the corporate vice president of Strategic Planning and Marketing.

[1 (<https://www.cisl.ucar.edu/events/seminar-storage-outlook-zettabyte-era-and-rise-secondary-storage>)]

- **Storage Industry Analyst:** After leaving StorageTek, he founded Horison Information Strategies in 1998. He provides executive briefings, keynote addresses, and market strategies for end-users, hardware suppliers, and software developers in the enterprise storage sector.

[1 (<https://www.cisl.ucar.edu/events/seminar-storage-outlook-zettabyte-era-and-rise-secondary-storage>)]

- **Creator of the Storage Pyramid:** He is credited with building the "Storage Pyramid" (and defining the data Storage Hierarchy), a widely referenced architectural concept that organizes data storage tiers (like flash, disk, and tape) based on performance, capacity, and cost.

[1 (<https://horison.com/publications/page/3/>),

2 (<https://spectrallogic.com/podcast/the-past-and-future-of-data-with-fred-moore/>),

3 (<https://www.podcastics.com/podcast/episode/118-interview-with-fred-moore-president-horison-information-strategies-139740/>)]

- **Tape, Secondary Storage and Archival Advocate:** Moore frequently writes and speaks about the "Tape Renaissance." He is a key advocate for magnetic tape and active archive solutions, showing how they provide secure, energy-efficient storage for hyperscale data centers and the explosion of AI-generated data.

[1 (<https://www.lto.org/horison2021/>),

2 (<https://lto.show.com/ai-is-redesigning-storage-architectures-the-infrastructure-crisis-behind-the-ai-boom/>),

3 (<https://spectrallogic.com/podcast/the-past-and-future-of-data-with-fred-moore/>),

4 (<https://www.cisl.ucar.edu/events/seminar-storage-outlook-zettabyte-era-and-rise-secondary-storage>)]

- **Industry Thought Leader:** He has authored numerous books, white papers, podcasts, and articles for outlets such as Computer Technology Review and collaborates regularly with storage startups and industry groups like the Ultrium LTO Program.

[1 (<https://www.lto.org/horison2021/>) and Spectra Logic (<https://spectralogic.com/podcast/the-past-and-future-of-data-with-fred-moore/>).

[2 <https://www.cisl.ucar.edu/events/seminar-storage-outlook-zettabyte-era-and-rise-secondary-storage>)]

[3 (<https://horison.com/publications/page/3/>)]