

## David McClelland

Technology Expert & Writer

David is a London-based consultant technologist, presenter, and writer working in the enterprise and consumer technology markets.

He is passionate about technology, adept in articulating complex concepts and terminology, but tries to make it fun and easy to understand in an engaging, trustworthy, and authoritative manner. As a presenter, David specialises in technology, gadgets, and science content, capitalizing on his many years of experience working as a technologist with some of the world's largest tech companies. He presents science and technology-focused content for both terrestrial broadcast and also online platforms, leveraging an extensive experience in the IT and technology sectors alongside a strong track record in media.

As an experienced technology presenter and writer, David covers both enterprise and consumer technology topics on screen, online, and in the print medium. David can be seen as a guest tech expert and reviewer on television and he is a contributing editor at Incisive Media, whose brands include Computing magazine and ITHound.com, and is the face of their innovative online video white papers. David blogs about tech at Techspot.tv.

When working as an enterprise consultant, David specialises in architecture, design, and implementation of data protection solutions for the finance sector. His client list includes; Thomson Reuters, IBM, Chicago Mercantile Exchange, Bank of Tokyo, Cable & Wireless, Boots, DELL, Raytheon Defense Systems, and ING. His consulting approach encourages customers to focus on their service recovery and continuity requirements rather than their perceived backup needs. An active and well-respected member of the data-protection and enterprise storage community, David is a regular contributor at conferences, forums, and user-groups.

David also writes extensively about consumer technology. He is a writer and analyst for *Computing Magazine's* Research white papers and a contributing editor for ITHound.com. He is a contributor to *Wired* and *Computer Weekly*, and edits popular consumer technology blog techspot.tv as well as writing about non-tech stuff on his personal tumblr page.

As a consultant technologist, one of David's areas of expertise is data protection for enterprise computer systems, and he is in frequent demand advising financial institutions how best not to lose his (and your) bank details. An IBM Tivoli Certified Consultant, David's skills are widely sought after in the UK and abroad. He is a well-respected and active member of the enterprise storage and data protection community and talks at conferences, forums, and user-groups. David's client list comprises many multinational financial and media organisations including; Thomson Reuters, IBM United Kingdom, Chicago Mercantile Exchange, Bank of Tokyo, Cable and Wireless, Boots, DELL, Raytheon Defense Systems, and ING. You can read more information about David's technology work in his LinkedIn profile.

An experienced broadcaster and journalist, David talks about enterprise and consumer technology on screen and online leveraging over a dozen years of experience with some of the world's leading tech companies, providing expert opinion and insight for - channels including the BBC - and representing brands such as Microsoft, Sony, SAP, and Tech City.

David is a Consulting Editor at Computing and has hosted many of its live and online events including the prestigious IT Leaders' Forum; he also contributes to titles including *Computer Weekly* and *Wired* and edits a magazine column on parenting and technology for the National Childbirth Trust.

David's work in industry focuses on data protection, advising enterprise clients on holistic business continuity solutions; his client list includes IBM, Reuters, Dell, Bank of Tokyo, ING, Cable and Wireless, Chicago Mercantile Exchange, Raytheon, and both local and central government.

David is a member of the Chartered Institute for IT and is a UK STEM Ambassador visiting schools and colleges to help inspire the next generation of engineers and technologists; he is a regular judge at events such as the BIG Bang Fair and is active in trying to improve standards of computing and information technology education in schools.