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**February 9th 2018: Redefining Brand Identity**

Success in today's business environment requires adapting to change. Change can be driven by any number of factors, including technology, market demand, government policies, mergers and acquisitions. On this week's show Merritt Hamilton Allen and Gary Potterfield discuss how change affects an organization's brand with Senior Vice President of Corporate Marketing for Western Digital Corporation. Mr. Tang leads the ongoing transformation of the Western Digital brand, as the company redefines its brand identity and role in the industry from a leading storage device supplier to a thought leader an

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**Featured Guest**



**Dave Tang**

Dave Tang has been Senior Vice President of Corporate Marketing at Western Digital Corporation since April 6, 2017.

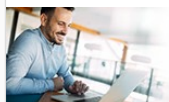
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