

Quantum Appoints Storage Industry Veteran Greg Knieriemen as Vice President of Marketing

Brings two decades of enterprise storage marketing, technology evangelism, and sales enablement experience to support Quantum's growth strategy focusing on how organizations can manage data efficiently and cost-effectively

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Quantum Corporation (Nasdaq: QMCO) today announced the appointment of Greg Knieriemen as Vice President, Marketing, and Senior Technology Advocate. In this role, he will lead Quantum's global corporate and product marketing, focusing on strengthening its positioning, driving demand, and building stronger relationships with customers and partner channels.

Knieriemen will also focus on amplifying how Quantum supports organizations in managing rapidly growing volumes of data. This includes enabling the right data to be stored in the right place at the right time to balance cost, performance, and accessibility, and support more efficient and sustainable long-term data management. As part of his role, Knieriemen will strengthen Quantum's technology advocacy efforts, focusing on translating complex data storage and management capabilities into compelling stories that highlight the business value Quantum delivers to customers and partners, as well as engaging with the broader industry.

Knieriemen brings more than two decades of experience at the intersection of enterprise technology, storytelling, and customer growth to Quantum. He joins the company from Hitachi Vantara, where he led Global Sales Enablement, modernizing programs to improve seller productivity, aligning messaging with go-to-market priorities, and introducing AI-powered tools to support sales field execution.

"Greg is a rare combination of strategic marketing leadership and authentic technical credibility," said Tony Craythorne, Quantum's Chief Revenue Officer. "He has built compelling market narratives, led successful evangelism programs, and helped connect complex technologies to real customer value. Greg will play a critical role in articulating how we empower customers to manage data more efficiently, enabling the right data to be in the right place at the right time, and driving demand across all of Quantum's markets."

"Across today's data rich environments, organizations are under increasing pressure to manage rapidly growing data volumes while balancing cost, performance, and efficiency," said Knieriemen. "Quantum supports organizations in storing and managing that data more efficiently, while maintaining control over cost, complexity, and power consumption, and enabling more sustainable long-term data retention. The opportunity is to simplify how we communicate our value, focus on our customers' priorities, and enable our partners to engage and sell more effectively. My priority is to make our messaging cleaner, crisper, and firmly aligned to the realities customers are facing today."

Earlier in his career, Knieriemen held senior marketing and product marketing roles at Hitachi Data Systems and NetApp, where he developed corporate messaging frameworks, built and led global evangelism initiatives, directed PR and analyst relations programs, and supported demand generation across hybrid cloud, data storage, and infrastructure businesses.

Knieriemen also brings deep channel and partner marketing experience to the role, having previously served as Vice President of Marketing at Chi Corporation, a longtime Quantum channel partner, where he combined strategic marketing leadership with hands-on technical knowledge in storage, networking, and virtualization.

In addition, he is widely recognized in the industry as a technology evangelist, having founded and co-hosted *Speaking in Tech*, one of the first enterprise technology podcasts, which grew to over 50,000 monthly downloads.

Knieriemen's appointment reflects Quantum's continued investment in strengthening its go-to-market capabilities, elevating its brand and market presence, and ensuring its value is clearly understood by customers and partners across enterprise storage, data management, and data protection.

About Quantum

Quantum delivers end-to-end data management solutions designed for the AI era. With over four decades of experience, our data platform has allowed customers to extract the maximum value from their unique, unstructured data. From high-performance ingest that powers AI applications and demanding data-intensive workloads, to massive, durable data lakes to fuel AI models, Quantum delivers the most comprehensive and cost-efficient solutions. Leading organizations in life sciences, government, media and entertainment, research, and industrial technology trust Quantum with their most valuable asset – their data. For more information visit www.quantum.com.

Forward-Looking Statements

The information provided in this press release may include forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are largely based on our current expectations and projections about future events and financial trends affecting our business. Such forward-looking statements include, in particular, statements about the anticipated benefits of Quantum's appointment of Mr. Knieriemen as Vice President Marketing as well as our business prospects, changes and trends in our business and the markets in which we operate.

These forward-looking statements may be identified by the use of terms and phrases such as "anticipates", "believes", "can", "could", "estimates", "expects", "forecasts", "intends", "may", "plans", "projects", "targets", "will", and similar expressions or variations of these terms and similar phrases. Additionally, statements concerning future matters and other statements regarding matters that are not historical are forward-looking statements. Investors are cautioned that these forward-looking statements relate to future events or our future performance and are subject to business, economic, and other risks, and uncertainties, both known and unknown, that may cause actual results, levels of activity,

performance or achievements to be materially different from those expressed or implied by any forward-looking statements.

These forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected, including without limitation, the following: the competitive pressures we face; risks associated with defining, communicating, and executing our strategy; the distribution of our products and the delivery of our services effectively; the development and transition of new products and services and the enhancement of existing products and services to meet customer needs and respond to emerging technological trends; and other risks that are described herein, including but not limited to the items discussed in "Risk Factors" in our filings with the SEC, including our Annual Report on Form 10-K filed with the SEC and any subsequent reports filed with the SEC. We do not intend to update or alter our forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

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