

Bill Cerreta

GENERAL MANAGER, HYPERSCALE

Bill Cerreta joined Pure Storage in 2013 and currently serves as General Manager, Hyperscale.

Prior to his current role, Bill was Vice President and General Manager of the Platform business unit, responsible for the strategy and delivery of the hardware developed for the FlashArray, FlashBlade, and ObjectEngine platforms. During his tenure, he developed this team to become one of the world leaders in storage platform design and NAND technology.

Prior to joining Pure, Bill held different and escalating leadership roles at Cisco, including Senior Director in the UCS division and oversight of the system design for the C-Series servers.

He joined Cisco through their acquisition of Topspin, a company focused on low-latency networking, where he was the Director of the Hardware team. Earlier, Bill was Director of Hardware Engineering at Terawave Communications.

He holds five patents in the area of hardware and systems design.

Bill has a Bachelor of Science in electrical engineering from Duke University and a master's degree in computer engineering from the University of Southern California.

