

2016 Recipient:

Douglas M. Balog Class of 1979

Since January, 2017, Douglas Balog, General Manager for Storage Client Success, has been responsible for IBM's Worldwide Storage client engagements and driving client success across all on-premises Storage Systems and Software Solution offerings. Balog helped lead IBM Storage to 5 out of 8 quarters of revenue growth in 2017-2018 while achieving one of the highest client Net Promoter Scores (NPS) in the storage industry on sales and support delivery. Previously, Balog was General Manager for the Power Systems business. He led the transformation of POWER for four years, including the launch of the OpenPOWER initiative, and aligned the business with market shifts to Cloud and Cognitive computing, underpinned by an open, community-based innovation business model. As a result of these transformational efforts, Power Systems grew every quarter in 2015 and achieved annual growth for the first time in four years. Before Power Systems, Balog was General Manager for IBM System Z and oversaw the launch of the hugely successful z12 in the third quarter of 2012. As a senior executive, Balog has been a member of IBM's Performance Team, which focuses on tactical execution of the company's strategic imperatives. He currently serves on the Acceleration Team, helping to drive IBM's growth and transformation plans. He has also been a member of IBM's Strategy Team that focuses on longer-term strategic shifts and steers corporate investments. Balog has been part of IBM's Systems' Unit for over thirty years, with product development and brand leadership roles across System z, System x, BladeCenter, Power Systems, and Storage. He has led major portfolio revitalizations, go-to-market improvements, and business transformation shifts across all of these brands, driving alignment with clients' needs and leading shifts in the enterprise IT industry. A proud 1983 graduate of Pennsylvania State University, where he majored in Computer Science, he joined IBM that same year and started work on the architectural validation of IBM's next-generation mainframes in Poughkeepsie, NY. He spent 18 years in NY in a variety of development, brand, and corporate roles until 2001 when he moved to San Francisco, CA to help a large IBM client deploy and operate one of the largest server and farms for web trading at the time. Today, Balog lives in Chapel Hill, NC with his wife and three sons. Beyond his worldwide business travels and helping his three sons navigate college life, he enjoys a round of golf. He attended Butler Catholic for elementary school.