

Memorex 14-Inch Drives Centralized in New Division

SANTA CLARA, Calif. — Memorex Corp. has centralized its 14-inch disk drive operation into a new division, stripping duplicate operations out of its OEM-oriented Peripheral Equipment group and its end-user Storage Systems group.

The new Large Disk Drive division will handle engineering, manufacturing, quality, finance and field engineering support for all of Memorex' 14-inch drives and subsystems for both the Peripheral Equipment and Storage Systems groups. Previously, Memorex said, those functions, excluding manufacturing, were duplicated by both groups.

The new division will be incorporated into the Peripheral Equipment group and will report to group president William T. Bayer. Tom E. Gardner, previously manager of planning for the Peripheral Equipment group, has been named vice-president and general manager of the division. Memorex said his old position will not be filled.

As part of the reshuffling last week, Memorex promoted three Storage Systems group managers to new vice-presidencies, transformed the company's former Memorex Mini Disk Drive Co. subsidiary into a division within the Peripheral Equipment group, and created a Technical Steering Committee within the Storage Systems group to work on the recently announced thin-film technology exchange agreement with Control Data (EN, Feb. 2).

The Mini Disk Drive division will be run by Edward L. Marinaro, who was general manager of the subsidiary and will now be vice-president and general manager, reporting to Mr. Bayer. The Mini Disk Drive **subsidiary was created under president John Scott, who left the company last year to join Apple Computer (EN, Sept. 29, 1980). Mr. Bayer had been acting president of the subsidiary between then and now**

Memorex said the new Technical Steering Committee will be chaired by Frank Sordello, who has been promoted from manager of the Recording Technology Center to the new position of vice-president for recording technology within the Storage Systems group. He reports to group president James Simpson.

The new committee, Memorex said will "ensure maximum coordination between the company's various thin-film programs and Memorex and Control Data Corp." That agreement called for an exchange of thin-film technology which Memorex officials said will continue for the 5-year term of agreement, although no manufacturing cooperation is expected out of the agreement.

The company's current 3380-type disk development program will be coordinated by Allan Conover, who was promoted from Storage Systems group planning manager to vice president of planning. Officials said Memorex previously had no one responsible for over all coordination of the 3380 development.

William J. Brown, former manager of development engineering, was promoted to vice-president of development engineering, responsible for new products, including LSI-based devices. He reports to Mr. Simpson.