

FOR IMMEDIATE RELEASE

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FMS 2025 Announces Its 2025 Lifetime Achievement Award Winner
Longtime Industry Leader Jim Pappas to Be Honored

SANTA CLARA, CA – June 24, 2025 – [FMS: the Future of Memory and Storage conference](#) is pleased to announce this year's recipient of its Lifetime Achievement Award: Jim Pappas. FMS will honor Jim when it presents the award during the morning Keynote session at 11:30am PDT on Tuesday, August 5, the first day of its annual conference at the Santa Clara Convention Center in Silicon Valley.



Jim earned this prestigious award for his leadership in establishing foundational industry standards and organizations which have underpinned the success of not only the memory and storage industries, but also for many other aspects of computing. His extensive contributions started in 1991 with his work to establish the PCI-SIG and the PCI standard, which later led to his work in defining the PCI Express (PCI-e) standard.

Shortly after Jim joined Intel in 1994, he worked with 7 companies including IBM and Microsoft to create the hugely successful USB standard. With SNIA he started the Persistent Memory Technology Initiative, and also chaired the Compute Express Link (CXL) Consortium, drove formation of Universal Chiplet Interface Express (UCIe), and was President of Ultra Accelerator Link (UAL) for AI scale-up architectures.

"For over 30 years, Jim Pappas has played a pivotal role in creating a number of the most important standards and industry organizations which have been critical in the dramatic growth of the memory and storage industries" said Tom Coughlin, FMS General Chair. "We are proud to honor Jim in this way so that more people around the world are aware of the important work that he has done over the past 30 years."

Registration is now open at <https://fms.omnievent.com/2025/step-1-prelim>. For more information on the event and the full program lineup, visit www.FutureMemoryStorage.com.

To become an FMS sponsor or exhibitor, see the prospectus at:



the **Future of Memory and Storage**

August 5-7, 2025

Santa Clara Convention Center

FutureMemoryStorage.com

<https://FutureMemoryStorage.com/assets/downloads/exhibitors/2025/exhibitor-sponsor-prospectus.pdf>

About FMS: the Future of Memory and Storage

FMS: the Future of Memory and Storage, produced by Conference ConCepts, is the premier global event showcasing cutting-edge developments in multi-billion-dollar high-speed memory and storage technologies. As the world's largest conference and exhibition in this sector, FMS highlights mainstream applications, breakthrough innovations, key enabling technologies, and the full spectrum of players—from leading vendors to disruptive startups. This event spans critical application areas including AI, enterprise data centers, high-performance computing, mobile devices at the edge, and embedded systems. FMS serves as a dynamic hub where technology professionals, executive leaders, customers, cloud providers, hyperscaler companies, and industry analysts converge to explore the evolving landscape of memory and storage. Emphasizing our commitment to innovation, FMS is shaping the future of storage—especially at its intersection with artificial intelligence.

Media Contacts

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