



Richard (Rich) W. Cheston
Executive Director, Distinguished Engineer &
Master Inventor
Lenovo

Rich is responsible for technical strategy for the Software and Peripherals Business Unit of Lenovo. His main responsibilities include idea and solution creation, development requirements, marketing positioning and portfolio ranking for all Lenovo software and peripherals.

Known for outstanding customer insight, Rich has been recognized over the years by many customers. Examples of this insight:

- Awarded The Coca Cola Company's Crystal Coke Award for outstanding contribution to the Coca Cola Companies.
- Awarded the Partnership Executive Program (PEP) executive of the year in 2008.

Key projects include:

- Most recently, Secure Managed Client (SMC) the industry's first storage based alternative client computing device and ConstantConnect which seamlessly links a user's ThinkPad to their BlackBerry.
- Most of the current ThinkVantage Technologies were the creative ideas of Rich's, including Rescue & Recovery, Systems Migration Assistant, and ImageUltra. Rich was also the creator of Wake On LAN in 1994 which started the industry movement on manageability by creating the standard for remote wake up.
- Rich has a long history of working with most major industry consultants including Gartner. In 1997 he helped develop Gartner's TCO Analyst model which rapidly became the standard in the industry for determining an organization's cost of ownership (TCO).

Rich has over 60 patents or patents pending, for areas relating to commercial PC's achieving the Master Inventor status within IBM and Lenovo.

Forestry and outdoors are passions of Rich's and in 2009 Rich and his wife received the Outstanding Forestry Stewardship Award from the US Department of Forestry.

Rich received a B.S. degree in Chemistry as well as a B.S. in Marketing from Stetson University in Deland, Florida while attending college on an athletic scholarship (baseball). In addition, he has a MBA with a specialty in Contract Law from Nova Southeastern University in Fort Lauderdale, Florida.