



Nationally-recognized expert on consumer technology sales and trends across the U.S. and regionally

Stephen Baker

Vice President, Senior Industry Analyst

Stephen Baker is NPD's vice president and senior industry analyst for consumer technology. Baker offers expert insight and commentary to clients and the media about consumer technology sales and trends across the U.S. and regionally, including retail and e-commerce, computer hardware and peripherals, holiday and yearly sales results, and analysis of new products and their impact on the consumer technology market.

Baker is available to offer expert insight and commentary on these and many other industry-related topics:

- Consumer technology retail and e-commerce sales
- Retailer and manufacturer sales trends
- PCs and related technologies
- Printing and imaging markets

Baker has been tracking and analyzing the industry for nearly 15 years. He was ranked as a leading industry analyst by AdWeek's *Technology Marketing*.

He is quoted extensively in industry publications such as *TWICE*, *CNET*, and *CE Daily*, as well as in business and news publications including *The Wall Street Journal*, *The New York Times*, *USA Today*, *Investor's Business Daily*, *Business Week*, and *The San Jose Mercury News*. He has also appeared on CNBC, Fox News, and CNN.

Baker has presented and served on panels at industry events such as RetailVision and CES.

He began his career at Staples in 1985, helping to open the first office superstore in the United States. Baker spent nine years with the company, where he gained extensive knowledge and understanding of retail and the office supplies and consumer technology industries.

Baker joined NPD when it acquired PC Data, Inc, in March 2001, where he was the principal hardware analyst and director of the overall hardware point-of-sale business. Prior to joining PC Data, he was a senior analyst in the distribution channels service at International Data Corporation (IDC).

Baker received his MBA from Northeastern University and a BSFS from Georgetown University.

To reach Stephen Baker for commentary, please contact Sarah Bogaty at 516-625-2357, sarah_bogaty@npd.com