



Jason Buffington

Data Protection & IT Resilience Industry Analyst

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Jason Buffington has spent over 35 years in the IT Disaster Recovery space, been a CBCP since 2003, spoken at hundreds of DR and IT events over the years, and published in numerous periodicals and blog sites. He is the founder of Data Protection Matters, an independent analyst firm covering data protection, cyber resilience, BaaS & DRaaS, and BC/DR, and his blogs can be found on JasonBuffington.com. Outside of IT and BC/DR, Jason offers a short weekly video on #TwoMinuteMondays via LinkedIn, is a certified Bourbon Steward, and is an active volunteer leader in Scouting America; "Be Prepared" is their motto too.

Suggested Topics

Data Backup

IT Resilience

*Business Continuity
& Disaster Recovery*

BaaS & DraaS

Market Trends

Suggested Interview Questions

- What are organizations focused on in Business Continuity, particularly within IT beyond just Ransomware?
- What do the leaders in the IT Resilience industry get wrong?
- What is your best advice to organizational leaders who want better IT resilience
- For 2026, where do cloud-services fit for backup and resilience – and what are the key areas of improvement
- You're a Scout leader – talk about parallels in "Be Prepared"

Data Protection Matters (DPM) is an independent research, analyst, and consulting firm that provides compelling and differentiable perspectives on data backup, BC/DR, and IT resilience through industry research not available elsewhere and delivered via written assets, videos, webinars, and in-person events.

DPM was founded by industry veteran Jason Buffington, with over 35 years in the data protection and BC/DR marketplace as an implementer, presales engineer, product marketer and product manager, thought leadership presenter, and industry analyst. Jason's most recent role was VP Resilience Strategy at Veeam, with prior roles at the Enterprise Strategy Group and Microsoft.

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