

## Gartner Research Key Initiatives

Gartner Key Initiatives (KIs) deliver must-have research on the most important projects and initiatives for our clients. The successful planning of research KIs enables Gartner to deliver on the content commitments we make to our clients, producing must-have research deliverables when clients need them.

Gartner appoints Agenda Managers to lead the efforts to create and sustain high-impact KIs. Agenda Managers can be named at any time in the year, and their tenure ranges from two years to several. The current list of KIs and Agenda Managers follows:

<b>Key Initiative</b>	<b>Agenda Manager</b>
<a href="#">3D Printing Opportunities and Uses</a>	Basiliere, Pete
<a href="#">Advertising</a>	Eubanks, Christi
<a href="#">Aligning IT, IoT and Operational Technology Investments</a>	Lopez, Jorge
<a href="#">Aligning Marketing Strategy, Execution and Measurement for CMOs</a>	Newbold-Knipp, Kirsten
<a href="#">Analytics and Business Intelligence Modernization</a>	Herschel, Gareth
<a href="#">Application and Data Security</a>	Girard, John
<a href="#">Application Strategy and Governance</a>	Hotle, Matthew
<a href="#">Applying Advanced Service Sourcing to Optimize Cost Effectiveness and Business Value</a>	van der Heiden, Gilbert
<a href="#">Applying Project Portfolio Management with Scarce Resources to Optimize Business Value</a>	Handler, Robert
<a href="#">Artificial Intelligence</a>	Andrews, Whit
<a href="#">Build a Proficient Vendor Management Capability</a>	Ambrose, Chris
<a href="#">Build a World Class EA Capability</a>	Walker, Mike
<a href="#">Build and Market Cloud Based Offerings</a>	Anderson, Ed
<a href="#">Build and Market Data and Analytics Offerings</a>	Woodward, Alys
<a href="#">Build and Market the Device Portfolio of the Future</a>	Zimmermann, Annette
<a href="#">Build and Market Digital Offerings</a>	Granetto, Bianca
<a href="#">Building and Expanding a Digital Business</a>	Lopez, Jorge
<a href="#">Business Continuity Management Program</a>	McMillan, Rob
<a href="#">CIO Design of Bimodal and Other IT Operational and Organizational Models</a>	Scott, Donna
<a href="#">CIO Leadership in Governance, Strategic Execution and Operational Performance</a>	Scott, Donna
<a href="#">CIO Leadership in Innovation and Strategic Business Change</a>	Colella, Heather
<a href="#">CIO Mastery of Leadership, Culture and People Dynamics</a>	Robertson, Bruce
<a href="#">Cloud Computing</a>	Smith, David Mitchell
<a href="#">Cloud Security</a>	Orans, Lawrence
<a href="#">CMO Marketing Leadership and Organizational Effectiveness</a>	Sorofman, Jake
<a href="#">Content Marketing and Management</a>	Newbold-Knipp, Kirsten
<a href="#">Creating Innovations in the Automotive and Smart Mobility Industry</a>	Ramsey, Michael
<a href="#">Customer Experience</a>	Polk, Jennifer
<a href="#">Customer Experience Leadership and Execution for CMOs</a>	Polk, Jennifer
<a href="#">Customer Relationship Management and Customer Experience</a>	Huang, Olive
<a href="#">Data and Analytics Programs</a>	Judah, Saul
<a href="#">Delivering Effective Identity and Access Management Capabilities</a>	Allan, Ant
<a href="#">Delivering the Digital Banking Experience</a>	D'Orazio, Vittorio
<a href="#">Delivering Winning Products and Portfolios with PLM in Manufacturing</a>	Halpern, Marc
<a href="#">Design and Align the Supply Chain Strategy</a>	Suleski, Janet
<a href="#">Designing Operations and Architectures for the Digital Bank</a>	D'Orazio, Vittorio
<a href="#">Develop Vertical-Industry Strategies for Emerging Tech Providers</a>	Finkeldey, Derry
<a href="#">Developing Technology-Enabled Strategies for the Next Generation of Healthcare</a>	Craft, Laura
<a href="#">Developing the Healthcare Enterprise Analytics Strategy</a>	Craft, Laura
<a href="#">Developing the IT Strategy for the Real-Time Health System</a>	Jones, Mike
<a href="#">Digital Commerce</a>	Polk, Jennifer

<b>Key Initiative</b>	<b>Agenda Manager</b>
<a href="#">Digital Commerce Technologies</a>	Daigler, Jason
<a href="#">Digital Workplace Program</a>	Drakos, Nikos
<a href="#">Driving Digital Change via Insurance IT Innovation</a>	Shotton, Laurie
<a href="#">Driving Growth With Sales &amp; Marketing Technology in Consumer Goods Manufacturing</a>	Hetu, Robert
<a href="#">Enabling the Bimodal Enterprise With DevOps Practices</a>	Head, Ian
<a href="#">Endpoint and Mobile Security</a>	Girard, John
<a href="#">Enhance the Technology and Service Provider Customer Experience</a>	Eckholm, Jessica
<a href="#">Enhancing Operational Excellence in Oil &amp; Gas through Digital Technology</a>	McAvey, Rich
<a href="#">Evaluating and Negotiating Software License Agreements and Cloud Contracts</a>	Schafer, Rob
<a href="#">Evolving IT Financial Management Practices</a>	Solanki, Sanil
<a href="#">Executing a Digital Strategy in Education</a>	Thayer, Terri-Lynn
<a href="#">Executing on Business Transformation While Building a Highly Adaptive Enterprise</a>	Apfel, Audrey
<a href="#">Exploit Enterprise Software Market Dynamics</a>	Biscotti, Fabrizio
<a href="#">Exploit CSP Market Dynamics</a>	Patrick, Charlotte
<a href="#">Exploit IT Services Market Dynamics</a>	Young, Allie
<a href="#">Exploit Personal Technology Market Dynamics</a>	Sabia, Amanda
<a href="#">Exploit Print Market Dynamics</a>	Caminos, Michele
<a href="#">Exploit Security Market Dynamics</a>	Deshpande, Sid
<a href="#">Exploit Semiconductor and Electronics Manufacturing Market Dynamics</a>	Johnson, Bob
<a href="#">Exploit Semiconductor and Electronics Market Dynamics</a>	Ramamoorthy, Ganesh
<a href="#">Exploit Vertical-Industry Market Dynamics</a>	Liu, Venecia
<a href="#">Fraud Prevention and Secure Payment</a>	Girard, John
<a href="#">Grow Agile Infrastructure Opportunities</a>	Corriveau, JP
<a href="#">Identify Growth Opportunities across the IT Market</a>	Neitz Daily, Deborah
<a href="#">Identity and Access Management Program</a>	Allan, Ant
<a href="#">Implementing and Managing EHRs, Telemedicine and Other Care Delivery IT</a>	Jones, Mike
<a href="#">Implementing Customer Centric Merchandizing and Marketing in Retail</a>	Hetu, Robert
<a href="#">Improve Customer Service and Fulfillment in Supply Chain</a>	Callinan, Lisa
<a href="#">Improve Technology Go-to-Market Effectiveness</a>	Berkowitz, Todd
<a href="#">Improve Supply Chain Planning Maturity and Capabilities</a>	Pukkila, Marco
<a href="#">Information Infrastructure Modernization</a>	Edjlali, Roxane
<a href="#">Information Security Management Program</a>	McMillan, Rob
<a href="#">Infrastructure Agility</a>	Chandreskaran, Arun
<a href="#">Infrastructure Delivery Strategies</a>	Gill, Bob
<a href="#">Infrastructure Modernization</a>	Dawson, Philip
<a href="#">Innovating Administrative Systems in Education</a>	Thayer, Terri-Lynn
<a href="#">Innovating Learning Environments in Education</a>	Thayer, Terri-Lynn
<a href="#">Internet of Things</a>	Hung, Mark
<a href="#">Leading and Supporting Digital Innovation for CMOs</a>	Sorofman, Jake
<a href="#">Leading IT in a Midsize Enterprise</a>	Cisek, Mike
<a href="#">Leveraging Digital Strategies For Life Science R&amp;D and Commercial Impact</a>	Davies, Stephen
<a href="#">Leveraging IT for Effective Healthcare Consumer, Member and Patient Engagement</a>	Craft, Laura
<a href="#">Logistics Strategy, Performance and Network Optimization</a>	Aimi, Greg
<a href="#">Manage Vendor Risk and Performance to Anticipate and Avoid Negative Business Impacts</a>	Ambrose, Chris
<a href="#">Managing Cost Optimization</a>	Solanki, Sanil
<a href="#">Managing IT in Media</a>	Genovese, Yvonne
<a href="#">Marketing Data and Analytics</a>	Eubanks, Christi
<a href="#">Marketing Management</a>	Polk, Jennifer
<a href="#">Marketing Technology and Emerging Trends</a>	Newbold-Knipp, Kirsten
<a href="#">Maximize Maturing Infrastructure Opportunities</a>	O'Connell, Adrian

<b>Key Initiative</b>	<b>Agenda Manager</b>
<a href="#">Mobile and Endpoint Strategies</a>	Silva, Chris
<a href="#">Mobile Application Strategies</a>	Wong, Jason
<a href="#">Mobile Marketing</a>	Sarner, Adam
<a href="#">Modernize CSP IT Operations and Networks</a>	Fabre, Sylvain
<a href="#">Modernizing Application Architecture and Infrastructure</a>	Galluscio, Elizabeth
<a href="#">Modernizing Application Development</a>	Wilson, Nathan
<a href="#">Modernizing Finance and Procurement Applications</a>	Wilson, Deborah
<a href="#">Modernizing Healthcare Administration Systems</a>	Jones, Mike
<a href="#">Modernizing Integration Strategies and Infrastructure</a>	Guttridge, Keith
<a href="#">Modernizing Legacy Mission-Critical Applications in Government</a>	Howard, Rick
<a href="#">Monetizing and Managing Emerging Technologies</a>	Reynolds, Martin
<a href="#">Multichannel Marketing</a>	Sarner, Adam
<a href="#">Network and Gateway Security</a>	Orans, Lawrence
<a href="#">Office 365, G Suite or Other Cloud Office Initiatives</a>	Mann, Jeffrey
<a href="#">Operating the CSP Digital Delivery Platform</a>	Cana, Mentor
<a href="#">Optimize End-to-End Supply Chain Performance</a>	Dominy, Mike
<a href="#">Optimize IT Operations and DevOps To Drive Business Value</a>	Cosgrove, Terrence
<a href="#">Optimizing and Promoting the Value Contribution of the PMO</a>	Handler, Robert
<a href="#">Optimizing Foundational Technology in Utilities</a>	Geschickter, Chet
<a href="#">Optimizing Risk and Corporate Performance</a>	Solanki, Sanil
<a href="#">Planning, Selecting and Deploying Unified Communications and Collaboration</a>	Kraus, Drew
<a href="#">Planning, Sourcing and Managing Communications Services</a>	Ruud, Katja
<a href="#">Planning, Sourcing and Managing Network Infrastructure</a>	Lerner, Andrew
<a href="#">Privacy Management Program</a>	McMillan, Rob
<a href="#">Risk Management Program</a>	McMillan, Rob
<a href="#">Security Compliance and Audit Management</a>	McMillan, Rob
<a href="#">Security Monitoring and Operations</a>	Orans, Lawrence
<a href="#">Shift On-Premises Offerings to Cloud-Based SaaS</a>	Anderson, Robert
<a href="#">Social Marketing</a>	Sarner, Adam
<a href="#">Supply Chain and Operations Trends and Innovation</a>	Howard, Virginia
<a href="#">Supply Chain Network Design to Optimize Costs and Service</a>	Aimi, Greg
<a href="#">Supply Chain Organization and Talent</a>	Suleski, Janet
<a href="#">Supply Chain Partnering to Improve Costs and Innovation</a>	Aimi, Greg
<a href="#">Technology and Solutions for Supply Chain and Operations</a>	Titze, Christian
<a href="#">Threat and Vulnerability Management</a>	Orans, Lawrence
<a href="#">Transform Service Sourcing to Promote Business Agility</a>	van der Heiden, Gilbert
<a href="#">Transforming ERP to Postmodern ERP</a>	Phelan, Pat
<a href="#">Transforming From Multichannel to Unified Retail Commerce</a>	Hetu, Robert
<a href="#">Transforming Human Capital Management</a>	Wilson, Deborah
<a href="#">Transforming Insurance in an Era of Disruption</a>	Shotton, Laurie
<a href="#">Transforming into a Digital Utility</a>	Geschickter, Chet
<a href="#">Transforming Technology Procurement to Support Business Innovation</a>	Schafer, Rob
<a href="#">Transitioning to Digital Government</a>	Howard, Rick
<a href="#">Using EA to Master Emerging and Strategic Trends</a>	Walker, Mike

Last Updated: May 2017. List to be updated periodically.