

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:

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

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

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

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