Meet the Gartner Analysts

**Merv Adrian**
Research Vice President

- How is the Apache Hadoop stack evolving, and how do I implement it?
- How are leading operational DBMS vendors evolving?
- What is NoSQL, and should I care?
- How is data management changing in the face of big data and NoSQL?
- What is the state of data security, especially for big data?

**Ian Bertram**
Managing Vice President

- Postgraduate in Marketing Management and Direct Marketing Bachelor of Commerce, Marketing and Industrial Relations
- How to develop a data and analytics strategy?
- What are the building blocks for a successful data and analytics program within an organization?

**Mark Beyer**
Vice President and Distinguished Analyst

- Information and data architecture
- Data integration practices and technology
- Data warehouse, data lake, ODS practices and technology
- Data for insurance, utilities, healthcare and education
- Metadata management and utilization

**Erick Brethenoux**
Research Director

- How to leverage data science and advanced analytics technologies and methodologies to achieve competitive differentiation
- Define and deploy best practices in data science development through the right skills and the creation of analytical assets (and identify the appropriate vendors)
- Define and apply best practices around data science and machine learning operationalization to deploy, scale and maintain solutions using machine learning
- Understand and decipher the market trends for data science, machine learning, deep learning, advanced and predictive analytics, real-time analytics, natural language processing, cognitive systems
- Unveil emerging trends, technologies and markets in the cognitive computing, artificial intelligence, intelligent systems and machine collaboration (including IoT analytics)

**Joseph Bugajski**
Managing Vice President

- Launch and fine-tune the office of the chief data officer
- Create, implement and govern information strategy
- Drive new revenue through information innovation
- Merge business strategy with technology adoption
- Build collaborative communities to improve data management

**Frank Buytendijk**
Vice President and Gartner Fellow

- Digital ethics and digital society
- Data and analytics strategy (not vendors and technology)
- Chief data officer, chief analytics officer
- Data and analytics organization
- Data and analytics metrics of success

**Neil Chandler**
Managing Vice President

- Helping to establish a business analytics strategy and roadmap
- Helping to establish or expand the organizational approaches to support business analytics
- Helping to define a metrics framework or KPIs to measure business value
- Helping to integrate advanced and predictive analytics into existing BI investments
- SMB: Business intelligence, analytics and performance management

**Lydia Clougherty Jones**
Research Director

- Privacy regulation to support data value, compliance and ethics
- Data monetizing, especially personal data
- Information innovation to drive the value of data
- Overview of the chief data/analytics/digital officer roles
- Understanding data ownership and data rights to bridge data protection and data value

**Jason Daigler**
Research Director

- Digital commerce platform vendor selection, vision and strategy
- Customer journey analytics strategy and technology
- Personalization strategy and technology
- Selling on marketplaces – strategy and technology
- Lead management strategy and technology

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Meet the Gartner Analysts (continued)

Melissa Davis  
Research Director  
- How do I create a customer analytics strategy?  
- What are the business benefits of investing in customer analytics?  
- Who are the key vendors that provide customer analytic capabilities?  
- Who are the key vendors that provide web analytic capabilities?

Alan Duncan  
Research Vice President  
- Business value of data and data analytics, information as an asset, and data monetization  
- Data-driven culture change, evidence-based decision making and business transformation  
- Developing organizational capability for analytics and algorithmic business: Analytics communities of excellence, business intelligence competency center (BICC), information governance  
- Data and analytics strategy for midsized enterprises  
- Analytics and data ethics (including information privacy and data protection)

Roxane Edjlali  
Research Director  
- Evolution of data warehousing toward the logical data warehouse  
- Data lakes  
- Data management organizational models  
- Metadata management practices and technologies  
- Data management strategies

Stephen Emmott  
Research Director  
- Evaluation and selection of insight engines  
- Evaluation and selection of enterprise video content management solutions  
- Replacement of Google Search Appliance (GSA)/Google Site Search (GSS)  
- Delivering insight within the digital workplace  
- Delivering video within the digital workplace

Guido De Simoni  
Research Director  
- How to build an information strategy to support business outcomes  
- How to leverage an enterprise information management framework for business engagement  
- Identify the appropriate roadmaps for metadata management initiatives  
- How to evaluate metadata management vendors  
- Address the relationship between information management and information architecture

Alan Dayley  
Research Director  
- Help clients determine information governance strategies  
- Assist clients in selection and implementation of information governance technologies and solutions  
- Assist clients in managing and governing large amounts of unstructured data  
- Help clients implement file analyst tools for unstructured data governance, risk mitigation and efficiency/optimization  
- Help clients with MDM and metadata management initiatives

Donald Feinberg  
Vice President and Distinguished Analyst  
- Assist clients with DBMS platform and infrastructure selection  
- Choosing DBMS platforms for applications  
- Building an information management strategy, including big data  
- Modernization and consolidation of DBMS platforms  
- Understanding new trends in DBMS platforms

Ted Friedman  
Vice President and Distinguished Analyst  
- Enterprise Information Management (EIM) Strategy  
- Information/Data Governance  
- Information Management Implications of the Internet of Things  
- Data Quality (Best Practices, Organizational Approaches, Tools, Vendors)  
- Data Integration (Tools, Vendors, Architectures, Best Practices)

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Meet the Gartner Analysts (continued)

Rick Greenwald
Research Director

• When should I deploy a database in the cloud?
• What are the unique characteristics of Oracle Exadata?
• What options are available for high availability and disaster recovery for databases?
• How does the eventual consistency model differ from traditional ACID-based consistency?
• How can I integrate bimodal IT strategies into my database environment?

Jim Hare
Research Vice President

• What are the key trends in data and analytics that will impact my business?
• Where are the fastest-growing segments and emerging opportunities in analytics and BI?
• How should I adapt my go-to-market strategy to respond to the market dynamics?
• What capabilities are end users looking for in analytics and BI?
• How should my company respond to remain competitive?

Jorgen Heizenberg
Research Director

• Analytics & BI Service Providers
• Analytics & BI Strategies
• Analytics & BI Organization
• Analytics & BI Roles and Skills
• Analytics & BI Trends

Nick Heudecker
Research Vice President

• Information infrastructure modernization for operations and analytics.
• Selecting, implementing and deploying solutions for real-time analytics.
• Enterprise information management strategy and implementation.
• Open source technology acquisition and management.

Cindi Howson
Research Vice President

• Comparing and selecting the right BI and analytic tools and dashboard products
• Organizing BI teams (BICC, ACE) for better business-IT partnership
• Developing a successful BI strategy and program to improve impact, evolve BI and analytic maturity
• Evaluating visual data discovery tools and balancing governance with agility
• Improving diversity in BI and analytic teams

Carlie Idoine
Research Director

• Evaluate business analytics and data science/machine learning tools and vendors including strengths, weaknesses, comparisons
• Define business analytics and data science/machine learning trends, including technology, organization and process
• Build and support an organization and architecture for analytics and data science/machine learning
• Leverage and support self-service analytics and citizen data scientists
• Develop and implement an analytics strategy and get started with data science/machine learning

Ankush Jain
Research Analyst

• Data quality (best practices, organizational structure, roles, tools)
• Data quality vendor selection
• Develop business case for data quality

Saul Judah
Research Vice President

• Data quality: Creating and executing customer data quality strategies that deliver business value
• Information Governance: Designing and driving effective data governance bodies that deliver behavioral change
• Information strategy: Assessing and advising clients on their information strategies
• Master data management: Establishing the business case for customer MDM programs
• Organizational: Understanding and overcoming organizational barriers to information improvement programs

Douglas Laney
Vice President and Distinguished Analyst

• Information value and monetization
• Information innovation, big data use cases
• Information and analytics strategies, organizational issues
• Data governance and the role of the chief data officer (CDO)
• Vendor marketing and messaging, product planning and startups (not competitive analysis)

Debra Logan
Vice President and Gartner Fellow

• Information management strategy and governance
• Office of the CDO, new roles and skills needed for managing and exploiting information
• Change and change management
• Diversity in IT
• Leadership skills development

Valerie Logan
Research Director

• Information and analytics strategies
• Emerging information ecosystems and exchanges
• Information governance
• Advanced analytics, big data use cases
• Organizational change, including data literacy, maturity models and capability assessments

Michael Moran
Research Director

• MDM business case development
• Development of MDM, data stewardship and data governance strategies, and implementation thereof
• Considerations for MDM vendor and tool evaluation
• Deliver tangible business value through information initiatives such as MDM
• Understanding and overcoming organizational barriers to information improvement programs

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Meet the Gartner Analysts (continued)

Bill O'Kane  
Research Vice President
- Completeness of MDM program management environments
- Selection of the optimal MDM implementation style
- Considerations for MDM vendor and tool evaluation
- Implementation and optimization of data governance programs
- MDM business case development

Thomas Ostreich  
Managing Vice President
- Aligning analytics strategy with business strategy
- Crafting and executing data & analytics strategies
- Developing successful data & analytics governance practice

Helen Poitevin  
Research Director
- Next steps in the workforce analytics and HR reporting journey
- Workforce planning
- HCM technologies selection and adoption
- HR data management
- Innovation in HCM technology

James Richardson  
Research Director
- Craft an analytic strategy that delivers business value
- Evaluate and select the right modern BI platform
- Bolster analytic capabilities
- Create an organizational model for analytics
- Drive user adoption of BI and analytic tools

Mike Rollings  
Research Vice President
- Digital business strategy, data and analytics strategy (not vendors and technology), data and analytics programs
- Organizational change and transformation, data-driven culture, data and analytics organization
- Information value and monetization
- Data governance, IT governance
- Data and analytics leaders, information innovation, data use cases

Rita Sallam  
Research Vice President
- Comparing and selecting the right vendors
- Assessing cost of ownership
- How to take advantage of key trends in BI and analytics
- Developing a successful BI strategy and program

Carlton Sapp  
Research Director
- How to architect and build machine learning, artificial intelligence and advanced analytic applications
- How to design and architect fast data architectures, event delivery architectures (event stream processing and complex-event processing)
- How to accelerate business intelligence and advanced analytic delivery pipelines
- How to improve data ingestion architectures on-premises and in the public cloud
- How to build IoT analytic solutions on edge computing environments

Kurt Schlegel  
Research Vice President
- Build the business case for analytics
- Craft a strategy for analytics
- Design the right organizational model for analytics
- Create a performance metrics framework
- Analytic Best Practices

Roy Schulte  
Vice President and Distinguished Analyst
- Best practices for operational intelligence real-time analytics
- Selecting vendors and products for operational intelligence, BAM and stream analytics (CEP)
- Architecture and tools for the event-driven enterprise, EDA
- Sense-and-respond systems
- Best practices for decision management and decision modeling

Mel Selvage  
Research Director
- Data quality (best practices, governance, organizational structure, roles, tools, vendors)
- Data integration (best practices, governance, organizational structure, architecture, roles, tools, vendors)
- Data architectures, logical data warehouse architecture, information architecture, data hub
- Data management strategy, enterprise information management, data migration, modernize data integration
- Develop business case for data quality

Svetlana Sicolar  
Research Vice President
- Machine learning
- Real-time analytics
- IoT analytics
- Artificial intelligence (AI)
- Helping companies across all industries become software vendors

Joao Tapadinhas  
Research Director
- How to architect a modern BI and analytics platform?
- Strengths and limitations of BI and analytics platforms
- How to deploy and leverage cloud business analytics?
- How to leverage Data Discovery for self-service analytics?
- How to leverage citizen data science and big data discovery?

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Meet the Gartner Analysts (continued)

Shubhangi Vashisth
Research Analyst

- How to get started with data science and machine learning
- How to build, nurture and place data science teams
- What software tools to adopt and invest in for data science and machine learning
- Leverage and support self-service analytics and citizen data scientist

Simon Walker
Principal Research Analyst

- Master Data Management (MDM) & Product Information Management (PIM) Vendor and Tool Evaluation
- Master Data Management MDM / PIM Business Case Development
- Development of MDM, Data Stewardship and Data Governance Strategies, and Implementation
- Understanding the Business Case for Multidomain MDM
- Privacy Compliance (GDPR) and MDM

Andrew White
Vice President and Distinguished Analyst

- The role, skills and scope for the chief data officer
- How to build a business-relevant data and analytics strategy
- How to succeed with a business-relevant information governance or MDM program
- Select technologies for MDM, information stewardship and governance
- How to sustain governance of data and analytics

Bart Willemsen
Research Director

- Employee and customer privacy/data protection concerns
- Reviewing guidelines, privacy and risk management programs and policies
- Developing privacy management, incident response, security and compliance programs
- Privacy-related concerns when working with EU companies (e.g., GDPR)
- Integrating security and privacy in overall risk management process

Alys Woodward
Research Director

- What are the key trends in data and analytics that will impact my business?
- Which data and analytics market segments are the most profitable?
- How do I get started as an organization on generating value from internal and external data?

Ehtisham Zaidi
Principal Research Analyst

- Data integration (tools, vendors, architectures, best practices)
- Pricing strategy and contract reviews (information management agenda)
- Data virtualization (best practices, organizational approaches, tools, vendors)
- Data preparation (best practices, organizational approaches, tools, vendors)

Visit gartner.com/eu/data for agenda updates and to register.

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