

## 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="#">Accelerating Digitalization in Manufacturing Industries</a>	Tratz-Ryan, Bettina
<a href="#">Accelerating Infrastructure Innovation and Agility</a>	Chandreskaran, Arun
<a href="#">Advertising</a>	Eubanks, Christi
<a href="#">Analytics and BI Strategies</a>	Herschel, Gareth
<a href="#">Application and Data Security</a>	Girard, John
<a href="#">Application Development Strategies for Digital Business</a>	Wong, Jason
<a href="#">Application Strategy and Governance</a>	Van Der Zijden, Stefan
<a href="#">Artificial Intelligence</a>	Andrews, Whit
<a href="#">Blockchain</a>	Kandaswamy, Rajesh
<a href="#">Branding and Value Proposition</a>	Newbold-Knipp, Kirsten
<a href="#">Build a World-Class EA Capability</a>	Santos, Jack
<a href="#">Build and Market Cloud Based Offerings</a>	Petri, Gregor
<a href="#">Build and Market Data and Analytics Offerings</a>	Woodward, Alys
<a href="#">Build and Market Enterprise Applications</a>	Crawford, Steve
<a href="#">Building and Expanding a Digital Business</a>	Lopez, Jorge
<a href="#">Building and Maturing a Vendor Management Capability</a>	Ambrose, Chris
<a href="#">Building and Sustaining Dependable Infrastructure</a>	Dawson, Philip
<a href="#">Building Customer-Centric Culture</a>	Ray, Augie
<a href="#">Business Continuity Management Program</a>	McMillan, Rob
<a href="#">CIO Design of Bimodal and Other IT Operating 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="#">Communicating Market Insights</a>	Eubanks, Christi
<a href="#">Content Marketing and Management</a>	Newbold-Knipp, Kirsten
<a href="#">Cross-Industry Innovation and Disruption</a>	Smith, Stephen
<a href="#">Customer Experience Strategy and Design</a>	Ray, Augie
<a href="#">Customer Relationship Management and Customer Experience</a>	Huang, Olive
<a href="#">Customer Understanding and Insight</a>	Eubanks, Christi
<a href="#">Data and Analytics Programs</a>	Judah, Saul
<a href="#">Data Management Strategies</a>	Heudecker, Nick
<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="#">Demand Generation and Sales Enablement</a>	Sarner, Adam
<a href="#">Designing Operations and Architectures for the Digital Bank</a>	D'Orazio, Vittorio
<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>	McIntyre, Ewan
<a href="#">Digital Commerce Technologies</a>	Daigler, Jason
<a href="#">Digital Disruption and Innovation</a>	Smith, David Mitchell

<b>Key Initiative</b>	<b>Agenda Manager</b>
<a href="#">Digital Workplace Program</a>	Drakos, Nikos
<a href="#">Diversity and Inclusion Programs in IT</a>	Rozwell, Carol
<a href="#">Driving Digital Change via Insurance IT Innovation</a>	Shotton, Laurie
<a href="#">Enable CSP Digital Technology Transformation</a>	Fabre, Sylvain
<a href="#">Enabling the Bimodal Enterprise With DevOps Practices</a>	Head, Ian
<a href="#">Endpoint and Mobile Security</a>	Girard, John
<a href="#">Enhancing Operational Excellence in Oil &amp; Gas through Digital Technology</a>	Cushing, Simon
<a href="#">Evolving IT Financial Management Practices</a>	Solanki, Sanil
<a href="#">Evolving Portfolio and Resource Management</a>	Handler, Robert
<a href="#">Executing a Digital Strategy in Education</a>	Thayer, Terri-Lynn
<a href="#">Exploit CSP Market Dynamics</a>	Patrick, Charlotte
<a href="#">Exploit Data Center Infrastructure Market Disruption</a>	MacLellan, Scot
<a href="#">Exploit Digital Disruption Opportunities</a>	Yockelson, David
<a href="#">Exploit Infrastructure Software Opportunities</a>	Biscotti, Fabrizio
<a href="#">Exploit IT Services Market Dynamics</a>	Roy, Arup
<a href="#">Exploit Print Market Dynamics</a>	Von Manowski, Kristin
<a href="#">Exploit Security Market Dynamics</a>	Deshpande, Sid
<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 Technology Go-to-Market Effectiveness</a>	Maziarka, Michael
<a href="#">Improve Vertical-Industry Go-to-Market Effectiveness</a>	Finkeldey, Derry
<a href="#">Information Security Management Program</a>	McMillan, Rob
<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>	Nuttall, Nathan
<a href="#">IT Operations Transformation</a>	Cosgrove, Terrence
<a href="#">Leading and Managing Customer Experience</a>	Ray, Augie
<a href="#">Leading and Managing Market Insights</a>	Eubanks, Christi
<a href="#">Leading and Managing Marketing</a>	McIntyre, Ewan
<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>	Shanler, Michael
<a href="#">Leveraging IT for Effective Healthcare Consumer, Member and Patient Engagement</a>	Cribbs, Jeff
<a href="#">Logistics Strategy and Operations</a>	Aimi, Greg
<a href="#">Managing Cost Optimization</a>	Solanki, Sanil
<a href="#">Managing IT in Media</a>	Genovese, Yvonne
<a href="#">Managing Vendor Performance and Risks</a>	Ambrose, Chris
<a href="#">Manufacturing Operations Strategy and Performance</a>	Aimi, Greg
<a href="#">Marketing Data and Analytics</a>	Eubanks, Christi
<a href="#">Marketing Technology and Emerging Trends</a>	Sarner, Adam
<a href="#">Maturing the IT Asset Management Discipline</a>	Schafer, Rob
<a href="#">Maximize Personal Technologies to Evolve Product Portfolios</a>	Cozza, Roberta
<a href="#">Maximize Personal Technology Platforms to Shape User Experiences</a>	Mullen, Anthony
<a href="#">Mobile Marketing</a>	McIntyre, Ewan
<a href="#">Mobile, Endpoint, and Wearable Computing Strategies</a>	Silver, Michael
<a href="#">Modernizing Application Architecture and Infrastructure</a>	Galluscio, Elizabeth
<a href="#">Modernizing Finance and Procurement Applications</a>	Iervolino, Chris
<a href="#">Modernizing Healthcare Administration Systems</a>	Cole, Bryan
<a href="#">Modernizing Integration Strategies and Infrastructure</a>	Guttridge, Keith

<b>Key Initiative</b>	<b>Agenda Manager</b>
<a href="#">Modernizing Legacy Mission-Critical Applications in Government</a>	Holgate, Rick
<a href="#">Multichannel Marketing and Communications</a>	Sarner, Adam
<a href="#">Negotiating Software and Cloud Contracts</a>	Schafer, Rob
<a href="#">Network 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="#">Optimizing Foundational Technology in Utilities</a>	Harrison, Keith
<a href="#">Optimizing I&amp;O Costs and Investments</a>	Ruud, Katja
<a href="#">Optimizing Risk and Corporate Performance</a>	Solanki, Sanil
<a href="#">Planning and Enabling Infrastructure Delivery</a>	Gill, Bob
<a href="#">Planning, Selecting and Deploying Unified Communications and Collaboration</a>	Kraus, Drew
<a href="#">PMO Transformation</a>	Kopcho, Joanne
<a href="#">Postmodern ERP Strategies</a>	Phelan, Pat
<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 Operations and Vulnerability Management</a>	Orans, Lawrence
<a href="#">Services Sourcing Execution</a>	van der Heiden, Gilbert
<a href="#">Services Sourcing Transformation</a>	van der Heiden, Gilbert
<a href="#">Social Marketing</a>	McIntyre, Ewan
<a href="#">Sourcing, Procurement and Supplier Management</a>	Aimi, Greg
<a href="#">Strategy, Leadership, Customer Experience and Innovation Insights for CMOs</a>	Newbold-Knipp, Kirsten
<a href="#">Succeeding in the Semiconductor Industry</a>	Brocklehurst, George
<a href="#">Succeeding With Semiconductor-Based Technology</a>	Teng, Amy
<a href="#">Supply Chain Customer Fulfillment and Collaboration</a>	Callinan, Lisa
<a href="#">Supply Chain Planning</a>	Pukkila, Marko
<a href="#">Supply Chain Strategy, Leadership and Governance</a>	Howard, Virginia
<a href="#">Technology and Solutions for Supply Chain and Operations</a>	Titze, Christian
<a href="#">Technology Procurement Transformation</a>	Schafer, Rob
<a href="#">Transforming From Multichannel to Unified Retail Commerce</a>	Hetu, Robert
<a href="#">Transforming Human Capital Management</a>	Iervolino, Chris
<a href="#">Transforming Insurance in an Era of Disruption</a>	Shotton, Laurie
<a href="#">Transforming into a Digital Utility</a>	Harrison, Keith
<a href="#">Transitioning to Digital Government</a>	Howard, Rick
<a href="#">Using EA to Master Emerging and Strategic Trends</a>	Walker, Mike

Last Updated: February 2018. List to be updated periodically.