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## What do you see as the number one change in Big Data and Analytics in the next two years?

Big data and analytics, including artificial intelligence, continues to be an area of healthy spending by organizations globally. It's a market that is now well over \$150 billion worldwide. And yet despite maturity in some areas, such as data warehousing and business intelligence, there are constant changes in technology, methodologies, organizational structure, and human resource requirements. The biggest current change is the pivot to incorporate artificial intelligence capabilities (specifically, machine and deep learning) into other data management, intelligence, and analytics software as well as use of these technologies to augment descriptive and diagnostic analytics with predictive and prescriptive analytics to accomplish true decision support and decision automation.

## What path did you follow to get into information research advisory/analysis, especially in your focus area?

Prior to joining IDC, my educational and work experience was a mix of finance and technology. After working in financial services industry and systems integration industries for six years and receiving my graduate degrees in both MDA and MIS, I accumulated experiences working with data and business intelligence solutions that drove my interest in continuing in these spheres of work. This background helped me join IDC as the company's business intelligence software analysts in 2000. Since then, I have enjoyed the mix of technology and business skills and experiences that are required to be an effective industry analyst and advisor to technology providers and users.