



## Ray Wang

Enterprise Strategist

TOPIC: Marketing and Sales

SUBTOPICS: Technology/Media

## BIOGRAPHY

Ray Wang is a Partner with Altimeter Group and the author of the popular enterprise software blog "A Software Insider's Point of View." The blog focuses on enterprise apps strategy, vendor selection, software contract negotiations, and emerging business and technology trends.

As an enterprise strategist, Ray focuses on bridging the gap between today's enterprise landscape with an emerging class of enterprise business solutions adopting the spirit of social technologies and Enterprise 2.0 concepts. Research topic areas often include ERP, CRM, Project Based Solutions, Order Management, Master Data Management, and SaaS.

For software vendors, he provides strategic guidance in go to market strategies; reviews and designs software licensing, pricing, support, and maintenance policies; delivers competitive assessments; evaluates software partner ecosystems; and researches business processes such as the perfect order and continuous customer management for the enterprise and SMB markets.

Publications such as *The Wall Street Journal*, *Business Week*, *Fortune*, *Inc.*, *The Associated Press*, *CIO Magazine*, *Information Week*, *ComputerWorld*, *Financial Times*, *eWeek*, *IDG News*, *ZDNet*, and *TechTarget* frequently seek Ray's point of view. He has appeared on several video outlets, including CNBC. In both 2008 and 2009, Ray was recognized by the prestigious Institute of Industry Analyst Relations (IIAR) as Analyst of the Year and in 2009 he was named as one of the most important analysts for Enterprise, SMB, and Software.

Ray brings enterprise software experience honed from two decades of product management, management consulting, and marketing roles. Prior to serving as a VP and Principal Analyst at Forrester, he headed up the customer relationship management (CRM) analyst relations program for PeopleSoft. At Oracle, Ray served senior product management roles for both the ERP and CRM product lines. While at Personify, Ray was the marketing chief for a Web analytics startup valued at \$500 million.

Before working for packaged application vendors, Ray developed his management consulting and strategy experience at Capgemini Ernst & Young, Deloitte Consulting, Detroit Medical Center, and the Johns Hopkins Hospital. He specialized in SAP implementations, general strategy, program management, change management, mergers and acquisitions, and healthcare operations.