

# EMA™ Biography



## Dennis Drogseth

Vice President of Research, IT Megatrends, Analytics and CMDB Systems

Dennis joined EMA in 1998 and currently manages the New Hampshire office. He has been a driving force in establishing EMA's New England presence. Dennis brings 24 years of experience in various aspects of marketing and business planning for systems and network solutions. He directs a team of analysts that focus on the development of the Networked Services Management practice areas that span performance availability and service management across enterprise and telecommunication markets. Accounting, billing, QoS, outsourcing and other disciplines related to these markets are also addressed by his team.

At EMA, Dennis has pioneered research in converging management strategies such as performance/availability and integrated security. Another focus is on changing organizational dynamics in IT, such as issues between the service desk and the operation center. Other research looks at management issues shared between the enterprise and the service provider communities. Dennis works extensively with clients to help establish meaningful product positioning within an overcrowded marketplace. He is a speaker on many management related issues.

Prior to joining EMA, Dennis worked to develop marketing strategies and new business models for Cabletron's SPECTRUM management software. He initiated a pilot program for a new software marketing organization based on a flexible, entrepreneurial dynamic. Dennis also coordinated a broad marketing effort to reposition SPECTRUM away from element management toward a robust SLM niche. Before Cabletron, Dennis spent 14 years with IBM in marketing and communications. This included a year spent as an IBM strategic marketing consultant, traveling globally to model "best practices."

Dennis is a featured columnist of the Network Systems Management newsletter for Network World Fusion. He is an author of featured articles in Network Magazine and Business Communication Review.

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