

# EMA™ Biography



## Jim Frey

Managing Research Director, Network Management

Jim has 24 years of experience in the computing industry developing, deploying, managing, and marketing software and hardware products, with the last 18 of those years spent in network management, straddling both enterprise and service provider sectors. At Enterprise Management Associates, Jim is responsible for the Network Management practice area.

Prior to joining EMA, Jim spent six years with NetScout Systems as Vice President of Marketing, where he was responsible for global programs including product marketing, solution marketing, field events, sales training, marketing communications, press & analyst relations, channel marketing, and competitive analysis. Jim also played a key role in planning and executing joint marketing projects with NetScout's major alliance partners, including HP, Mercury, Riverbed, and OPNET. He also acted as communications director for NetScout's acquisition and integration of Network General and the Sniffer line of performance management and troubleshooting products.

Before that, Jim worked as Vice President, Strategic Marketing, at Micromuse, where he was responsible for product and solutions marketing, technology and product alliances, competitive analysis, and analyst relations. His prior experience includes four years in product marketing roles with Objective Systems Integrators and Agilent Technologies for the NetExpert family of OSS products and solutions. He also spent six years working for Cabletron Systems on the SPECTRUM line of products in program, product, and partner management positions, and played a central role in Cabletron's first foray into telecommunications management solutions.

Throughout his years in the network management sector, Jim has been a regular speaker at industry events around the globe and has been published in several journals, proceedings, magazines, and textbooks.

Prior to working in network management products, Jim was responsible for developing, deploying, and supporting real-time data collection and analysis systems used in the petroleum exploration drilling industry.

M. Sc., Computer and Information Sciences, Rensselaer Polytechnic Institute

B. Sc., Geological Engineering, Colorado School of Mines



“The only constant is change. The interesting challenge is how to deal with that change. Networks and network management play a crucial role in assuring the health and well-being of today's highly connected enterprises. My sole aspiration is to help IT organizations understand, embrace, and leverage changes in the network to their best advantage.”