

EMA™ Biography



Rick Sturm

Founder and CEO

For the past 25 years, Rick has been dedicated to the field of information technology. As a former Chief Architect for Network and Systems Management, he witnessed first-hand the challenges of enterprise management. At that time, management platforms were in their infancy. With the advent of the Internet, the landscape of managing enterprise computing and communications had forever changed. Prior to founding EMA, Rick worked in senior IT roles at US West and A.C. Nielsen.

It was at this time that Rick realized how critical it was to effectively manage this technology. Equally important, he saw that not one industry analyst firm was positioned to offer specialized technical information and business guidance about management software and services. As a result, EMA was born.

Throughout his distinguished career, Rick has remained an active figure in the industry. As a member of the Internet Engineering Task Force (IETF), he was co-chair of the Applications MIB Working Group that developed the standards for managing application software with SNMP. Rick was co-founder of the OpenView Forum and served as its first President and as a member of the Board of Directors. He was also co-founder of the Enterprise Management Institute.

Rick has authored over 100 articles about various aspects of enterprise management that have appeared in leading trade publications, including Network World, Information Week, Computerworld, Network Computing, Data Communications and Internet Week. He was the Technical Editor of The OpenView Advisor and has also co-authored four books, The Foundations of Application Management, Foundations of Service Level Management, SLM Solutions: A Buyer's Guide and Working with Unicenter TNG. As a recognized and widely quoted authority on management software and services, Rick has regularly spoken at leading industry events in the North America, Australia, Asia and Europe.

B.A., Economics, Allegheny College.

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