

EMA™ Biography



Shawn Rogers

Vice President of Research, Business Intelligence

Shawn Rogers joined Enterprise Management Associates in 2010 as vice president of the business intelligence (BI) practice area. In this role, Rogers delivers comprehensive coverage of the business intelligence and data warehouse technology stack with a focus on database technology, data integration, business intelligence management solutions, reporting, analytics, performance management, as well as emerging technologies such as SaaS BI, embedded BI and social BI.

Shawn has more than 19 years of hands-on IT experience, with a focus on Internet-enabled technology. In 2004 he co-founded the BeyeNETWORK and held the position of Executive Vice President and Editorial Director. Shawn guided the company's international growth strategy and helped the BeyeNETWORK grow to 18 Web sites around the world, making it the largest and most read community covering the business intelligence, data warehousing, performance management and data integration space.

Prior to co-founding the BeyeNETWORK, Shawn was Internet Business Development Director at Thomson Media (now SourceMedia), President of Achieve Communications and a partner at DMReview magazine (now Information Management) – where he was Vice President as well as Publisher and Editorial Director of DMReview.com, a leading business intelligence and data warehousing Web site.

Shawn's passions are rooted in the online world, focusing on analytics, social media, business intelligence, enterprise 2.0, SaaS and open source. He applies his nearly two decades of experience to every client engagement.

Shawn studied fine arts and photography at Columbia College, Chicago Illinois

“An exciting aspect of business intelligence and data warehousing is the opportunity to address the needs of both line of business professionals and IT professionals. I enjoy helping clients succeed with their businesses, and working on both sides of the challenge is rewarding.”