EMA™ Biography

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

Dennis joined Enterprise Management Associates in 1998 and currently manages the New Hampshire office. He has been a driving force in establishing EMA's New England presence. Dennis brings several years of experience in various aspects of marketing and business planning for service management solutions. He supports EMA through leadership in IT Service Management (ITSM), CMDB systems, as well as megatrends like advanced operations analytics, cross-domain automation systems, IT-to-business alignment, and service-centric financial optimization. Dennis also works over several practice areas to promote dialogue across critical areas of technology and market interdependencies. Dennis also helped to build the network management practice area at EMA.

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 and toward a robust SLM niche. Before Cabletron, Dennis spent 14 years with IBM in marketing and communications, including a year of international consulting on best practices for bringing networking solutions to market.

At EMA, Dennis has pioneered research in converging management strategies such as performance and availability and integrated security. He also focuses on changing organizational dynamics in IT such as issues between the service desk and the operation center, and the emergence of a cross-domain, "service management" in mature IT organizations. Dennis works extensively with vendor clients to help establish meaningful product positioning within an overcrowded marketplace, as well as with IT clients seeking to establish effective baselines for strategic management initiatives.

He is a speaker on many management related issues and co-author of _CMDB Systems: Making Change Work in the Age of Cloud and Agile_.

B.A., Yale University, Magna Cum Laude

"One of the chief attributes of a good analyst is listening. When I work with a client, my first objective is to try to see the world through their eyes. It may sound strange for an analyst to say this, but being judgmental is counterproductive to both strategic guidance and to effective, insightful research."