

# EMA™ Biography



“The meeting of minds unleashes an explosion of thoughts. The mind of a master connects all the dots to generate actionable insight. My work as an analyst is to unearth the master within each one of my clients.”

## John Santaferro

Research Director, Business Intelligence and Data Warehousing

John is the research director for analytics, business intelligence, and data management at EMA. His 23 years of experience in the data and analytics market span everything from startups to executive positions at Fortune 50 companies. His deep understanding of the industry comes from years of leadership in product and marketing organizations, along with multiple big data imagineering efforts for finance, communications, retail, manufacturing, healthcare, events, oil and gas, and utilities. John’s coverage area also includes data integration, data discovery, metadata management, artificial intelligence, machine learning, data science, digital marketing, and innovation.

Before EMA, John was the founder and CEO of Ferraro Consulting, providing management consulting to startups, Fortune 50 companies, and every size of company in between. To keep his implementation skills up to date, he spent 2.5 years as CMO and Chief Analytics Officer at Educational Measures, where he designed and built an analytics platform and roadmap for the \$565 billion event industry. In addition, he drove the company’s digital strategy from ideation to full production. Previously, as the interim CMO at Diyotta, he created a new category, modern data integration, and positioned the company in that market. Earlier, as vice president of marketing at Paracel, John worked with former EMA analyst, Shawn Rogers, to provide early input to the EMA Hybrid Data Ecosystem. When Actian purchased Paracel, John stayed to help guide the transition from analytics to big data.

John also held an executive position at HP, a Fortune 5 company at the time, where he led the development of a new line of business for the analytics market. He also led an organizational shift from a product-focused go-to market to an industry-focused effort. John began his career in technology as the co-founder of a venture-backed data warehouse software startup that eventually sold to Teradata. This advanced technology is now at the core of the Teradata supply chain solution.

John lives with his wife in the Colorado Rocky Mountains, where he enjoys collecting fine wine, climbing 14ers, serving in the local community, and cooking gourmet or drive-in style meals for anyone who comes along.

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