

# EMA™ Biography



## Rick Sturm

Founder and CEO

Since 1972, Rick has been dedicated to the field of information technology. Prior to founding EMA, Rick worked in senior IT roles at US West and A.C. Nielsen. He is also a former chief architect for network and systems management. In that role, 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.

It was then that Rick realized how critical it was to effectively manage this technology. He also realized that not one industry analyst firm was positioned to offer specialized technical information and business guidance about management software and services. As a result, Enterprise Management Associates 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 is also a 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 six books: *Application Performance Management (APM) in the Digital Enterprise: Managing Applications for Cloud, Mobile, IoT and eBusiness*, *CMDB Systems: Making Change Work in the Age of Cloud and Agile*, *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 North America, Australia, Asia, and Europe.

M.B.A., Information Systems, Bowling Green State University  
B.A., Economics, Allegheny College



IT & DATA MANAGEMENT RESEARCH,  
INDUSTRY ANALYSIS & CONSULTING

Enterprise Management Associates, Inc.  
1995 North 57th Court, Suite 120  
Boulder, CO 80301

Phone: 303.543.9500  
Fax: 303.543.7687  
[www.enterprisemanagement.com](http://www.enterprisemanagement.com)