SILICON VALLEY TECH RESEARCH AND ADVISORY FIRM

# CONSTELLATION RESEARCH

# MEDIA KIT

# 2024

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# ABOUT CONSTELLATION RESEARCH

Constellation Research is a technology research and advisory firm based in Silicon Valley. We deliver strategic guidance to companies seeking to transform their businesses through the early adoption of exponential technologies. Our analysts draw on their experience as practitioners to deliver pragmatic advice to CXOs leading business transformation within their organizations.

Our mission is to conduct research on exponential technologies, identify and validate trends, and empower our clients to succeed in the digital economy.

Clients include boards of directors, C-suite executives, line-of-business leaders, and IT visionaries who are not afraid to challenge the status quo.

Our analysts deliver the advisory you need to compete in the digital economy.

## SIGNATURE COVERAGE AREAS

✓ **Data to Decisions**

✓ **Digital Safety & Privacy**

✓ **Future of Work**

✓ **Marketing Transformation**

✓ **Matrix Commerce**

✓ **New C-Suite**

✓ **Next-Generation Customer Experience**

✓ **Tech Optimization & Modernization**

**23.5K**
@constellationr

**2.4M**
Impressions

**40K**
Podcast Views

**7K+**
CXO Community Members

# PRESS MATERIALS

Check out our recent press releases on our website **here**.
Find our company logos & boilerplate **here**.

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# NEWS COVERAGE

Check out our latest media mentions on our website **here**.

Interested in working with one of our analysts on a story?
**Email: press@constellationr.com**

Interested in quoting us? Check out our legal & terms of use on our website here.

# R "RAY" WANG

## CHAIRMAN & FOUNDER

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- Website
- Twitter
- LinkedIn
- Published blogs and research

## SIGNATURE COVERAGE AREAS

✓ **Future of Work**

✓ **Matrix Commerce**

✓ **New C-Suite**

✓ **Tech Optimization & Modernization**

R "Ray" Wang is founder, chairman, and principal analyst of Constellation Research Inc. and the author of the popular enterprise software blog, A Software Insider's Point of View. He previously was a founding partner and research analyst for enterprise strategy at Altimeter Group.

A background in emerging business and technology trends, enterprise apps strategy, technology selection, and contract negotiations enables Wang to provide clients and readers with the bridge between business leadership and technology adoption. Wang has been recognized by the prestigious Institute of Industry Analyst Relations (IIAR) as Analyst of the Year, and in 2009 he was recognized as one of the most important analysts for enterprise, SMB, and software. In 2010 Wang was recognized on the ARInsights Power 100 List of Industry Analysts and named one of the top influential leaders in the CRM Magazine Market Awards.

Wang graduated from Johns Hopkins University with a B.A. in natural sciences and public health. His graduate training includes a master's degree from Johns Hopkins University in health policy and management and health finance and management.

# DOUG HENSCHEN

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## SIGNATURE COVERAGE AREAS

✓ **Data to Decisions**

✓ **ESG**

✓ **Tech Optimization & Modernization**

Doug Henschen is a vice president and principal analyst at Constellation Research focusing on data-driven decision-making. His Data to Decisions research examines how organizations employ data analysis to reimagine their business models and gain a deeper understanding of their customers. Data insights also figure into tech optimization and innovation in human-to-machine and machine-to-machine business processes in manufacturing, retailing, and services industries.

Henschen's research acknowledges the fact that innovative applications of data analysis require a multidisciplinary approach, starting with information and orchestration technologies; continuing through business intelligence, data visualization, and analytics; and moving into NoSQL and big data analysis, third-party data enrichment, and decision-management technologies. Insight-driven business models and innovations are of interest to the entire C-suite. Previously, Henschen led analytics, big data, business intelligence, optimization, and smart applications research and news coverage at InformationWeek. His experiences include leadership

in analytics, business intelligence, database, data warehousing, and decision-support research and analysis for Intelligent Enterprise. Further, Henschen led business process management and enterprise content management research and analysis at Transform magazine. At DM News, he led the coverage of database marketing and digital marketing trends and news.

# LIZ MILLER

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## SIGNATURE COVERAGE AREAS

✓ **Digital Safety & Privacy**

✓ **Marketing Transformation**

✓ **Next-Generation Customer Experience**

Liz Miller is Vice President and Principal Analyst at Constellation focused on the org-wide team sport known as customer experience. While covering all core pilars of CX (Sales, Service and Marketing), Miller spends time zeroing in on the business demands on today's Chief Marketing Officer, the evolution of customer engagement and the rising requirement for a new security posture that accounts for the threat to brand trust. A 29-year marketing veteran, Miller offers strategic guidance on the leadership, business transformation and technology requirements to deliver on today's CX strategies. She has worked with global marketing organizations on transforming everything from business models to messaging in order to stay competitive in the shifting digital landscape.

Prior to joining Constellation, Liz oversaw research, programs and content for the Chief Marketing Officer Council, developing thought leadership agendas for CMOs around the globe. Liz also counseled numerous organizations on core messaging and competitive advantage, working with marketing, advertising and security solutions. Liz is a skilled moderator, facilitator and speaker, engaging C-suite executives in hundreds of industry webcasts and roundtables, keynote presentations and panels around the globe.

# HOLGER MUELLER

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## SIGNATURE COVERAGE AREAS

✓ **Future of Work: HCM**

✓ **New C-Suite**

✓ **Tech Optimization & Modernization**

Holger Mueller is a vice president and principal analyst at Constellation Research. He provides guidance for the fundamental enablers of the cloud, IaaS, and PaaS, with forays up the tech stack into big data, analytics, and SaaS. Mueller provides strategy and counsel to key clients, including chief information officers, chief technology officers, chief product officers, investment analysts, venture capitalists, sell-side firms, and technology buyers.

Prior to joining Constellation Research, Mueller was VP of products for NorthgateArinso, a KKR company. He led the transformation of products to the cloud and laid the foundation for new business-process-as-a-service (BPaaS) capabilities. Previously he was the chief application architect with SAP and was also VP of products for FICO. Before that he worked for Oracle in various management functions—on both the application development (CRM, Fusion) and business development sides. Mueller started his career with Kiefer & Veittinger, which he helped grow from a startup to Europe's largest CRM vendor from 1995 onward. Mueller has a Diplom-Kaufmann degree from the University of Mannheim, with a focus on information science, marketing, international management, and chemical technology. A native European, Mueller speaks six languages.

# DION HINCHCLIFFE

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## SIGNATURE COVERAGE AREAS

✓ **Future of Work: EX**

✓ **New C-Suite**

✓ **Matrix Commerce**

Dion Hinchcliffe is an internationally recognized digital thought leader, industry analyst, business strategist, enterprise architect, transformation consultant, and keynote speaker. He is widely regarded as one of the most influential figures in enterprise IT.

Currently a VP and principal analyst of Constellation Research, Hinchcliffe is a well-known industry expert on the topics of digital transformation, CIO issues, digital workplace, ecosystem strategy, digital business, and next-generation enterprises. His thought leadership can be found on ZDNet, ebizQ, On Digital Strategy, and Enterprise Irregulars. He is co-author of the bestselling Social Business by Design (John Wiley & Sons).

Hinchcliffe is an executive fellow at the Tuck Center for Digital Strategies and was recently identified as one of the top three people most mentioned by IT leaders. Industry analytics firm Onalytica ranks Hinchcliffe as the No. 2 influencer globally on the subject of digital transformation. He has keynoted or spoken at hundreds of leading industry conferences, including CeBIT, KMWorld, IT Roadmap, Dreamforce, CIO Perspectives, AIIM Conference, IBM Connect, and other industry events.

# ANDY THURAI

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## SIGNATURE COVERAGE AREAS

✓ **Artificial Intelligence & Machine Learning**

✓ **Data to Decisions**

✓ **Tech Optimization & Modernization**

Andy Thurai is a vice president and principal analyst at Constellation Research. He is focused on the challenges facing IT teams in the "digital-native" era, including AI, ML, AIOps, edge, and cloud. He specializes in how to operationalize emerging technologies and in how to productionalize them. He advises CxO-level IT executives on how to digitize businesses.

Thurai's coverage areas include AIOps, CloudOps, ITOps, observability, MLOps, ModelOps, DataOps, AI, ML, AI ethics, and AI bias.

Thurai is an accomplished IT executive, strategist, adviser, enterprise architect, and evangelist with more than 25 years of experience in executive, technical, and architectural leadership positions at companies such as IBM, Intel, BMC, Nortel, and Oracle. Thurai has written more than 100 articles on emerging technology topics for Forbes, The New Stack, AI World, VentureBeat, DevOps.com, GigaOm, and Wired.

His strength is selling technology to the CxO audience with a value proposition rather than the usual technology sales pitch. Find more details and samples of Thurai's work on his website, thefieldcto.com.

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# STEVE WILSON

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## SIGNATURE COVERAGE AREAS

✓ **Digital Safety & Privacy**

Steve Wilson is a vice president and principal analyst at Constellation Research and leads the firm's work in digital safety and privacy. A 20-year veteran in cybersecurity, Wilson is one of the world's most original thinkers in digital identity.

Wilson is a researcher, innovator, and R&D leader with 30 years of experience in information technology. Since 1995 he has been dedicated to digital identity and privacy, responsible for numerous breakthroughs in smart technologies, identity management, privacy-enhancing technologies, and national identity frameworks. Wilson has been awarded nine cybersecurity patents and is currently undertaking a Ph.D. on the evolution of identity ecosystems.

Wilson advises chief information security officers, chief privacy officers, strategists, and ICT architects seeking to optimize data protection in complex digital systems. He provides Privacy Impact Assessments, builds robust security strategies, and helps architect identity for big data, Internet of Things, and cloud rollouts. His coverage areas include digital safety and privacy, data to decisions, and consumerization of IT.

# LARRY DIGNAN

## EDITOR IN CHIEF
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## CONSTELLATION INSIGHTS COVERAGE

✓ Cover the buy side and sell side of enterprise tech with news, analysis, profiles, interviews and event coverage of vendors as well as Constellation Research's community and conferences.

✓ Curate and surface contextually relevant research and community CXOs. We'll harness the brainpower of our analysts on multiple formats including Constellation TV.

✓ Help vendors and thought leaders tell their stories.

Dignan was most recently Celonis Media's Editor-in-Chief where he sat at the intersection of media and marketing. He is the former Editor in Chief of ZDNet and has covered the technology industry and transformation trends for more than two decades, publishing articles in CNET, Knowledge @ Wharton, WallStreetWeek.com, Interactive Week, The New York Times, and Financial Planning magazine.

He is also an Adjunct Professor at Temple University and on the Advisory Board for The Fox Business School's Institute of Business and Information Technology.

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# SOCIAL MEDIA REACH

## CONSTELLATION RESEARCH

Constellation is highly active and engaged on Twitter, LinkedIn, and YouTube. Year-over-year, Constellation's social engagement rates, video views, likes, followers, subscribers and impressions continue to grow.

**23.5K**
Twitter Followers

**22.3K**
LinkedIn Connections & Followers

**1200**
2023 Media Mentions

**8K+**
Video Content Views

**4**
Unique Newsletters

**23K+**
Views from top live broadcasts

**40K**
Podcast Views

**7K+**
CXO Community Members

**2.4M**
Impressions

# SOCIAL INFLUENCE

Constellation analysts R "Ray" Wang, Holger Mueller and Dion Hinchcliffe have the largest reach and influence on Twitter and LinkedIn. However, every Constellation analyst has their own curated connections and targeted communities of business decision-makers and CXOs related to their coverage areas.

## R "RAY" WANG

**140.7K**
Twitter Followers

**26K**
LinkedIn Followers

**173**
2022 Media Mentions

**Unique Audience:** CEOs, CIOs, business, strategy, technology CXOs and leaders

## HOLGER MUELLER

**48.5K**
Twitter Followers

**14K**
LinkedIn Followers

**386**
2022 Media Mentions

**Unique Audience:** CIOs, cloud, developer, HR and technology leaders

## DION HINCHCLIFFE

**58.1K**
Twitter Followers

**2.3K**
LinkedIn Followers

**Unique Audience:** CIOs, CXOs, EX and strategy leaders

## LARRY DIGNAN

**30.7K**
Twitter Followers

**3K**
LinkedIn Followers

**Unique Audience:** C-Suite executives, CXOs, enterprise leaders

## LIZ MILLER

**Unique Audience:** CMOs and CSOs, EX, CX leaders, marketing, revenue, business and sales leaders

## DOUG HENSCHEN

**Unique Audience:** CIOs, CFOs, CTOs, technology, ESG, data decision-makers

## ANDY THURAI

**Unique Audience:** CIO and CTOs, AI, ML, cloud and software leaders and decision-makers

## STEVE WILSON

**Unique Audience:** CIO and CTOs, data security and privacy leaders

# AWARDS & RECOGNITIONS

Named Institute of Industry Analyst Relations (IIAR) New Analyst Firm of the Year in 2011 and #1 Independent Analyst Firm for 2014 and 2015.

Experienced research team with an average of 25 years of practitioner, management, and industry experience.

Organizers of the Constellation Connected Enterprise—an innovation summit and best practices knowledge-sharing retreat for business leaders.

# GET IN TOUCH

**It's time to DISRUPT or be DISRUPTED.**

**Please reach out with any questions.**

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🐦 @constellationr

in linkedin.com/company/constellation-research/