



Frank Gens

Senior Vice President & Chief Analyst, IDC

As IDC's Senior Vice President & Chief Analyst, Frank Gens guides IDC's research into broad IT industry trends, particularly the strategic adoption of technology by Global 2000 businesses and the industries in which they compete.

Mr. Gens is the producer of IDC eXchange (<http://blogs.idc.com/ie>), IDC's blog and podcast on the state and future of the IT industry, and is a frequent speaker at executive forums around the world. He is the author of IDC Predictions, the company's annual forecast of major changes in the global development and use of technology. Mr. Gens is a member of IDC's worldwide management team, a lead developer of IDC's global research architecture, and a member of IDC's Research Quality Board.

Mr. Gens is a 25 year veteran of the IT research and advisory services business, including over 15 years at IDC in a variety of senior roles, including leading IDC's end-user research business and developing IDC's global Internet research capabilities. He is well-known for his provocative and accurate forecasts of IT industry change, and the impact of those changes on business and industry.

In addition to research management roles, Mr. Gens' career includes senior positions in new product development and introduction, product management, marketing, business development, corporate development, and regional operations management. Prior to IDC, Mr. Gens held management positions at International Data Group (IDG), AMR Research and The Yankee Group.