



## Nathaniel Martinez

Program Manager, European Enterprise Servers, IDC

Nathaniel Martinez is a program manager in IDC's European Enterprise Server Solutions Group. In this role, he researches and reports on the midrange and high-end segments of the European server market, including Unix systems trends, Linux adoption, virtualization and system management technology, and commercial adoption of grid computing.

Martinez also contributes to IDC's Quarterly Server Tracker and Quarterly Server Forecaster, and engages in bespoke consulting projects. Martinez was previously a program manager in IDC's European Software Research Group, covering a wide range of software markets including Web services, content management, enterprise portals and collaborative applications. He also engaged in custom projects supporting software vendors in the development of their product and market strategies, including ROI studies and white papers. Martinez has spoken at many key industry conferences and vendor events, and has been widely quoted in leading industry publications.

Prior to joining IDC in 2000, Martinez worked as a trade and marketing assistant at the Montana World Trade Center (U.S.), advising Montana and regional companies on international expansion strategies. Before that, he worked for Lexmark (France), helping the company develop its EDI network for its European customers and partners.

Martinez holds an MBA from the University of Montana (U.S.), and a DESS (BA with honors) in international marketing and trade strategy from the University of Aix-en-Provence (France).