

**Bobby Cameron**

VICE PRESIDENT, PRINCIPAL ANALYST SERVING CIO PROFESSIONALS

Read [Bobby's blog posts](#)

Bobby serves CIOs. He is a leading expert on best practices for IT, including: business technology (BT), the empowered BT archetype, transformation from IT to BT, BT demand management, driving business innovation, business alignment, the business value of IT, BT strategic planning, IT governance, IT structure, IT/BT maturity, the marketing of IT, architecture and technology strategy, application development, IT operations, and serving the business.

His specialty is transformative technology use that drives business success in the emerging world of business technology (BT), like IT value creation, technology-based business innovation, and digital business networks.

While Bobby focuses his research on delivering IT excellence on the road to BT, he continues his close work with members of The CIO Group in the Forrester Leadership Boards, which he conceived and piloted in 2002. In this role, he writes CIO-targeted research, answers individual members' business and technology inquiries, and facilitates CIO Group member exchange meetings where CIOs discuss member-selected topics.

**Previous Work Experience**

Prior to taking on this role, Bobby's research focused on technology leadership — the impact of technology and services on organizations, budgets, and roles. Bobby previously led Forrester's research on IT services and enterprisewide applications, such as ERP, supply chain, and customer management, that can make or break a company's business performance. Bobby has also directed Forrester's software strategies service. Bobby has led Forrester's research into the transformation of IT governance, measuring IT's success, eBusiness organizations, business growth through applications, harnessing computing chaos, and distributed information infrastructures. He is also a recognized expert in many Internet/intranet technologies and client/server software issues, including packaged applications, databases, middleware, application design, decision support, software development, and security.

Before joining Forrester, Bobby spent five years as director of product management at Dun and Bradstreet Software (DBS), with responsibility for that company's client/server directions, decision support products, and tools and technologies. Bobby came to DBS from Dataquest, the San Jose, Calif.-based market research firm, where he spent two years as associate director for Northeast Research, focusing on business applications and systems. Prior to Dataquest, he spent nine years at Chase Manhattan's electronic banking business in Lexington, Mass., connecting 8,000 treasurers with 100 bank back offices worldwide. While at Chase, Bobby was MIS director and director of product management.

**Education**

Bobby holds a B.A. in economics from Harvard University and an M.S. in economics from the University of Tennessee, Knoxville.