

# MICHAEL BARNES

## Vice President Software & Asia Pacific Research

*"Springboard's research model has allowed IT vendors to gain more detailed research on the fast moving software markets in Asia. The market is moving fast and Springboard is moving even faster to help make sure our clients can take advantage of market opportunities."*

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### BIOGRAPHY

Michael Barnes is globally recognized as a leading analyst and consultant in the domain of information and communications industry (ICT) software and services. With over 13 years of industry experience, Michael has built a strong reputation for helping organizations effectively leverage technology to meet their business objectives. He has also worked with leading software vendors to help steer their technology direction, strategic marketing messages and go-to-market strategies, based on industry analysis of technology trends as well as corporate IT buying patterns and business requirements.

At Springboard Research, he is responsible for all research and consulting focused on Software as well as heading up Springboard's Asia Pacific research activities.

Prior to joining Springboard Research, Michael led software research in Asia Pacific for Gartner, where he advised large organizations and government agencies on strategies for sourcing, implementing, and managing enterprise applications and software technologies. He also brings strong research and domain expertise from his earlier stints at META Group, Hurwitz Group and Prudential Insurance.

Michael is an authoritative speaker and his insights and opinions on trends within the software and services market are highly sought after by varied audiences worldwide.

Michael has a Masters Degree from Northeastern University in the United States.