



## **Catherine Madden** **Senior Research Analyst**



Catherine Madden analyzes the fastest-growing information technology market in the oil and gas business – upstream – which includes exploration, upstream production, and upstream operations. Ms. Madden focuses on how technology can support business initiatives such as lean/six sigma, enhanced well production, reduction of non-productive time, collaboration, health and safety, and streamlining joint venture accounting.

Ms. Madden regularly contributes to the oil and gas blog in the [IDC Energy Insights Community](http://idc-insights-community.com/energy) (<http://idc-insights-community.com/energy>) and tweets (@cvmadden) about oil and gas IT strategies, the digital oilfield, production optimization, and more.

Ms. Madden is an experienced market research analyst with over twelve years of experience in business and industry. She has advised executives of Fortune 500 companies, providing them with market intelligence based on qualitative and quantitative research. In particular, she has developed and refined research methodologies, as well as forecast models. Ms. Madden has been the chief analyst for numerous industry multi-client studies.

Ms. Madden's most recent experience is as a senior market analyst for Global Insight, Inc. (formerly Standard & Poor's DRI). She holds a Bachelor of Arts Degree from the University of Michigan.