

Joe Barkai
Research Vice President



Joe Barkai is research vice president for IDC Manufacturing Insights' Product Lifecycle Strategies research service. In this role he examines discrete manufacturing industries that include automotive, aerospace, industrial equipment, and other complex, mission-critical capital equipment to identify business imperatives, best practices and emerging technologies. His research topics center on effective product lifecycle management, and include innovation, design and engineering, service and warranty, and product end of life.

A senior executive with over 20 years of industry experience in software development, product management, marketing, and business development, Mr. Barkai is a thought leader with strong focus on the business value of technology in manufacturing and customer and field service. He speaks frequently at industry events and has been quoted in the *Wall Street Journal*, *The New York Times*, *CIO Magazine*, and numerous industry publications.

Mr. Barkai blogs in the [IDC Manufacturing Insights Community](http://idc-insights-community.com/manufacturing) (<http://idc-insights-community.com/manufacturing>). His Twitter handle is: JoeBarkai.

Prior to joining IDC Manufacturing Insights, Mr. Barkai was the founder and principal at Diagnostic Strategies, where he provided management and technology consulting to manufacturing and service organizations of Fortune and Global companies concerning strategy, operation, and technologies. His responsibilities in this role included offering clients strategy assessment and realignment, operational analysis and improvement, business process reengineering, technology benchmarking, and technology insertion.

Mr. Barkai is the founder of the Transportation Industry Knowledge Management Consortium that has become the Service Technology Program Committee of the Society of Automotive Engineers. He has chaired several SAE committees and now serves as a board member of SAE.

Mr. Barkai holds a technical degree in industrial photography from Hadassah College, Israel, and a B.A. in Fine Arts, with a minor in mathematics from Haifa University, Israel. In addition, he studied computer science at the State University of New York and attended the School of Executive Development at the University of Texas at Arlington.