

Kimberly Knickle

Practice Director



As a practice director, Kimberly Knickle is responsible for research and analysis of business and IT issues related to the asset-oriented value chain (AOVC), which includes manufacturers in chemicals, pulp & paper, metals, and downstream oil & gas. In addition, she manages the Emerging Agenda practice area, which focuses on hot topics that are rapidly becoming critical priorities for manufacturers, such as environmental sustainability; RFID, sensors and M2M; and establishing presence in emerging markets. Ms. Knickle also supports our research in the supply chain and the consumer packaged goods industry.

Ms. Knickle regularly contributes to the sustainability blog in the [IDC Manufacturing Insights Community](http://idc-insights-community.com/manufacturing) (<http://idc-insights-community.com/manufacturing>) and tweets (@kimknickle) about business and IT issues relevant to asset-oriented manufacturers, as well as sustainability, RFID, and more.

Prior to joining IDC in 2006, Ms. Knickle served as an independent consultant specializing in business and information technology (IT) strategy and held senior positions at industry analyst firms including AMR Research, Hurwitz Group, Inc., and Charles River Strategies. As research director at AMR Research, she was well recognized as an industry thought leader in Enterprise Application Integration (EAI).

Earlier in her career, Ms. Knickle held various roles in marketing, engineering and executive management at companies such as Entre Computer Center, Boston Center for Computer Applications, and Underwriters Laboratories, Inc. Ms. Knickle has more than 20 years of experience in market research and the IT industry.

In addition to regularly speaking at industry conferences, Ms. Knickle is a highly regarded source for the news media on IT issues in business, with coverage from *BusinessWeek*, *ComputerWorld*, and *Information Week*.

She is a graduate of Boston University's School of Management, where she earned her MBA degree. She also holds a bachelor's of science degree in electrical engineering from Cornell University.