



Marcus Torchia Research Manager



As a research manager focused on intelligent grid strategies, Marcus Torchia applies 13 years of technology industry experience by helping utility end-users, technology vendors, and service providers optimize technology and business planning decisions for intelligent grid initiatives. He brings to his role experience in industry research and analysis, device and software product development, billing plan structures, market entry programs and strategic partnerships.

Mr. Torchia regularly contributes to the smart grid blog in the [IDC Energy Insights Community](http://idc-insights-community.com/energy) (<http://idc-insights-community.com/energy>).

Prior to joining IDC Energy Insights, Mr. Torchia held a senior analyst position at Yankee Group's Enterprise Applications and Mobile Solutions group. While there, he established the practice around machine-to-machine (M2M) communications with a purview in enterprise technologies including remote asset management, location applications and technology, field service solutions, sensors, femtocells and 4G networks.

Prior to Yankee Group, Mr. Torchia worked for Nokia Research Center's Incubation Group, where he was responsible for internal start-up business plan development and acted as liaison between Nokia Venture Organization and engineering for the U.S. based offices.

A recognized thought leader and industry conference speaker in machine, remote device and sensor connectivity, Mr. Torchia contributes to trade publications such as *Telecommunications Magazine*, *RCR Wireless News*, *Wireless Week*, *Asia Energy News*, and *RFID Journal*.

Mr. Torchia earned a BA Economics degree from the University of Rhode Island and an MBA from Babson College.