

Marcus Torchia Research Director



Marcus Torchia analyzes global regional markets for technology industry spending and develops market models for Internet of Things, Augmented Reality & Virtual Reality, and 3D Printing technology segments. Analysis focuses on commercial technology readiness, emerging and transformative use cases, and the business drivers that impact spending across IT and LOB technology investment areas. With over 15 years in high tech product development and market research, he supports business management and strategists with making optimal technology R&D and purchasing decisions for business process improvement and market innovation.

BACKGROUND

Prior to joining IDC's Customer Insights & Analysis team, Marcus worked for IDC Energy Insights team establishing the Smart Grid research body. Prior to joining IDC in 2008, Torchia worked for Yankee Group Research establishing the firm's research on machine-to-machine (M2M) and IoT domains. Marcus worked for Nokia Venture Organization, responsible for R&D startup venture creation for the U.S. offices. Past relevant industry experience includes managing software and hardware product development, software product management, and business plan development.

EDUCATION/INDUSTRY ACCOMPLISHMENTS

- M.B.A. from Babson College Olin School of Business
- B.A. Economics from University of Rhode Island
- Former Peace Corps Volunteer, Belize, Central America

Marcus Torchia Research Director,
IDC Customer Insights & Analysis

- 15+ years in high tech product development and market research
- Supports business management, IT decision makers and strategists on making optimal technology R&D and purchasing decisions for business process and business model adaptation.
- Marcus blogs in the [IDC Community](#).
- Request a briefing with [Marcus](#).