

## **Mike Glennon**

**European Industry Solutions Manager, Project Manager IDC MarketScapes**



Mike Glennon manages the European Industry Solutions team – a group that analyzes and forecasts the European IT market from the perspective of vertical markets and industries, and also analyzes these markets by company size. This team uses existing economic data from country and EC organizations combined with IDC's detailed tracker data and forecasts to model and forecast the IT market by industry and company size to provide valuable vertical insights into industry behavior for IT spending.

Mike Glennon is also the European project manager for IDC MarketScape process execution and development across Europe. IDC MarketScapes are the ICT industry's premier vendor assessment tool and help technology users decide the best vendors with which to conduct business in a wide range of technology markets. IDC MarketScapes evaluate vendor capabilities and strategies in these key technology markets and deliver the results in both a full length report and an easy-to-read graphic that highlights the most appropriate vendor for a range of different technology users.

Glennon also develops unique vendor evaluation tools that give selected vendors detailed and focused feedback on their strategy and capabilities performance relative to explicitly identified competitors, and to the collective competitive environment for specific markets.

### **BACKGROUND**

Before joining IDC, Glennon worked at Gartner for more than 20 years, most recently as vice president for research methodology. Previous roles at Gartner included vice president of the EMEA Hardware Group and vice president of the worldwide server group. He joined Gartner as a semiconductor analyst, following a career in custom silicon design and marketing. Glennon began his career as a test engineer, evaluating image intensifier performance for the Faint Object Camera, as launched on the Hubble Space Telescope.

### **EDUCATION/INDUSTRY ACCOMPLISHMENTS**

Mike Glennon has a degree in electronics from London University, a degree in mathematics from the Open University, and a diploma in management from the Open University.