



Ivano Ortis
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Ivano Ortis is the International Head for IDC Retail Insights.

In this position, he analyzes and anticipates key trends and forecasts on IT strategies and spending in specific retail and transportation sub-vertical industries (e.g., HoReCa, motor trade, distribution, air, land, and water transportation) in Western Europe and provides consulting and advisory support to end-user organizations as well as to IT vendors.

Mr. Ortis has developed extensive insight into the ICT and telecommunications value chain and a strong market experience in understanding how to merge industry dynamics, business requirements, and technology trends to provide vertical-specific strategies on IT demand from both the end-user and vendor perspective.

Mr. Ortis regularly contributes to the Customer Experience blog on the IDC Retail Insights Community (<http://idc-insights-community.com/retail>) and tweets (@ivanoortis) about business and IT issues relevant to the retail sector.

Prior to joining IDC, Mr. Ortis worked with Fiat Telematic Services as a program manager, Nokia as a technology sourcing manager, Vodafone as an enterprise sales engineer, Andersen Consulting as senior analyst and Intersil as an IT consultant.

During 2003 and 2004 he also actively participated in the SIP Forum Marketing Working Group.

Mr. Ortis has a masters in telecommunication engineering from the Politecnico University in Milan.



IDC Retail Insights provides retailers and IT vendors who serve them with research-based advisory and consulting services that enable industry executives to maximize their technology investments; minimize technology risk through accurate planning; benchmark themselves against industry peers; adopt industry best practices for merchant and IT alignment; make more informed technology decisions; and drive technology-enabled performance improvement and market innovation. IDC Retail Insights provides full coverage of the retail value chain, with specific emphasis on IT and business process leadership in the areas of global supply chain, enterprise merchandising, demand intelligence, and next-generation store and channel operations. IDC Retail Insights provides a portfolio of research and advisory services that are relevant to the needs of both retailers and industry vendors. To know more, visit www.idc-ri.com