

Robert Eastman
Research Manager



Robert Eastman supports IDC Retail Insights and IDC Manufacturing Insights IT Strategies practices. Robert covers topics such as IT budget and strategy, penetration and use cases for cloud, mobility, big data and analytics and social business, within the industry context.

BACKGROUND

Previously, Robert has worked closely with private and public sector Fortune100 to Fortune1000 clients in the Utility, Aerospace & Defense, Automotive, Consumer Electronics, CPG, Energy, General manufacturing, High Tech, Industrial, Life Sciences, and other industries. He was a senior analyst at Technology Evaluation Centers and Calyptus Consulting, where he was responsible for working with public sector clients. Robert co-founded SMB Research, a technology analyst firm serving the small-to-medium business (SMB), mid-sized, and enterprise business sectors.

EDUCATION/INDUSTRY ACCOMPLISHMENTS

MBA from Babson College.

Certified Industry Analyst Professional (CIARP).

Quoted on a range of technology and business topics by such publications as *SupplyChainBrain*, *Channel Pro*, *Biztech*, and *FOX Business News Network*.

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Research Manager, IDC

- More than 20 years of experience.
- Research content: IT budget and strategy for retail and manufacturing (cloud, mobility, big data and analytics and social business).
- Follow Robert on Twitter: [@reastman](https://twitter.com/reastman)
- Read Robert's recent blog posts in the [IDC Community](#)
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