



Robert Parker **Group Vice President**



As group vice president, Bob Parker is responsible for the research direction at both IDC Manufacturing Insights and IDC Retail Insights, two of IDC's industry business units that provide global, fact-based research and analysis on best practices and the use of information technology that assists clients in improving their capabilities in key process areas.

Mr. Parker blogs regularly in the [IDC Retail Insights Community](http://idc-insights-community.com/retail) (<http://idc-insights-community.com/retail>). His Twitter handle is roberteparker.

Mr. Parker has extensive experience in the retail industry throughout his career in management, as a consultant, and in research. Prior to joining IDC to oversee the launch of these business units, Mr. Parker spent over six years at AMR Research where he launched the e-commerce research program, the most successful new program in the company's history. He also ran the Retail Advisory practice for AMR.

As a turnaround consultant, Mr. Parker served as acting CIO of two multi-store retailers including an apparel chain and a New England based confectionary retailer. As a principal at Internet Service Provider, TDI, he led e-commerce projects for several media companies and oversaw the overhaul of the store systems and networks at a specialty food store. While in IT management, Mr. Parker worked for consumer products companies and was deeply involved in automating the reconciliation of market development funds with retail channel partners.

Mr. Parker holds an MBA, with a concentration in decision support systems, from New Hampshire College. His undergraduate work was done at Rivier College where he received a Bachelor of Science in Computer Science and Accounting.

Mr. Parker is a frequent speaker at industry and technology vendor events and is regularly quoted in the business, technology, and trade press.