
BIOGRAPHY



Jon Collins

Managing Director/CEO
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As Managing Director, Jon looks after Freeform Dynamics' overall strategy and direction, as well as overseeing the company's primary research activities, which provide ongoing insights into how IT industry developments map onto practical business needs in the Enterprise and SMB mainstream.

Also an active industry analyst, Jon has an end-user background, having worked as an IT consultant, network manager and software engineer for companies such as Admiral Management Services Ltd, Alcatel and Philips Electronics. Through positions such as these, Jon has accumulated significant real world expertise and experience in many areas of IT service delivery over the years.

Jon has worked as an industry analyst since 1999 for companies including IDC, Bloor Research, Quocirca and Macehiter Ward-Dutton. He is a widely published author and has acted as an advisor to leading vendors including Cisco, EMC, IBM and Microsoft; and to large IT user organisations in the Government, Telecommunications and Financial Services sectors.

Current Areas of Focus

Software (Architecture & Development), Information Management and Security

About Freeform Dynamics

Freeform Dynamics is a research and analysis firm. It tracks and reports on the business impact of developments in the IT and communications sectors across EMEA and the USA.

As part of this, it uses an innovative research methodology to gather feedback directly from those involved in IT strategy, planning, procurement and implementation. Output is therefore grounded in real-world practicality for use by mainstream business and IT professionals.

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