
BIOGRAPHY



Martin Atherton

Service Director
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As a Service Director, Martin is a member of the Freeform Dynamics management team, and is responsible for managing the company's services portfolio for both end user and vendor organisations. As an active analyst, Martin also covers IT Strategy, Service Delivery and BPM.

One area Martin is particularly interested in is the relationship between industry-specific drivers/dynamics and IT solutions. The reality is that this area remains a challenge for many suppliers, often hampering their ability to tune into their customers, and Martin is committed to helping close this gap and drive better alignment between the two camps. As part of this, he has accumulated significant research and project experience in the Manufacturing, Financial Services, Energy, Utilities and Retail sectors during his career.

Martin has been an industry analyst since 1997, and prior to joining Freeform Dynamics, he held a variety of senior positions within Datamonitor.

Current Areas of Focus

IT Strategy, ITSM, BPM

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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