



IDC Analyst Presenter Profile

The analysts at IDC are available to present industry overviews and market data at your next event. IDC analysts are well respected industry experts whose presence will provide an independent market view, building credibility with your customers and reinforcing messaging in relation to the theme of your event.

ROSALIE NELSON **RESEARCH MANAGER TELECOMMUNICATIONS**



Rosalie Nelson is responsible for IDC New Zealand's Telecommunications Research Programme and consultancy practice. She brings over a decade of telecommunications expertise in Western Europe and Asia-Pacific to the New Zealand programme. Responsibilities include developing IDC's portfolio of quantitative data tracking and forecasts, and delivering detailed, independent analysis on industry trends spanning mobile, broadband, Government NBN projects and Next Generation Services. She is accountable for senior engagement with IDC's clients, identifying their needs and developing customized consultancy solutions and is an experienced international presenter, commentator and workshop facilitator.

Prior to joining IDC, Rosalie led the Digital Media practice as Principal Analyst for independent research company Ovum in London before being seconded to Melbourne as Research Director, Telecommunications, Asia-Pacific. In this role she drove engagement, research and consultancy programmes with carriers and vendors in Singapore, China, Thailand, Taiwan, South Korea, Australia and HK, covering corporate strategy, regulatory development, broadband, mobile and competitive service strategies. Rosalie also has extensive media experience as a journalist, columnist and commentator, working as Technology Editor for CNBC Europe, sharemarket columnist for the financial publication, the National Business Review and Executive Assistant to the Minister of Finance, Roger Douglas, in NZ.

Areas of Coverage

- Telecommunications Transformation – the shift to a new services-based model
- Regulatory trends, including Operational Separation
- The impact of the economic crisis on ICT
- Telecommunications in the Cloud
- Broadband and Next Generation networking
- Consumer and Enterprise Mobility

You can utilise an IDC analyst for sales events, as a keynote presenter to set the market landscape at a customer event, as an objective panel member for a Q&A session, a product launch, a go-to-market strategy and more.

Recent Engagements

Telecoms Corporate Strategy and Executive Team – Executive and forecast briefing
TelstraClear Leadership team – Executive Briefing
Kordia – Executive Management briefing and monthly update presentations, 2008
New Zealand Telecommunications Summit 2009
Commerce Commission's 'Broadband at a Crossroads' conference
CIO Summit, 2008

Media Appearances

IDC research and analysts are frequently quoted in the media throughout the Asia/Pacific region. Rosalie has a bylined monthly column in the Computerworld, and is a frequent commentator on Radio NZ's Morning Report, Checkpoint, NZ Herald, Dominion Post, Newstalk 1ZB, Television New Zealand, National Business Review and Reseller News.

Recent Reports

Follow this link to see recent reports by Rosalie Nelson,

www.idc.com/analysts/moreanalystresearch.jsp?containerId=PRF003074&selDocumentType=All&selAccess=All

CONTACT US

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