



Michael Barnes

VP, Research Director serving Customer Insights PROFESSIONALS

Michael serves Customer Insights Professionals and leads an Asia Pacific team of analysts focusing on helping organizations analyze and apply data to win, serve, and retain customers. His team supports business and technology professionals who must embrace digital disruptions to deliver increased business value.

Michael's coverage focuses primarily on customer intelligence, customer engagement, customer analytics, enterprise marketing platforms, and business intelligence. He also covers cloud computing and broader trends in enterprise technology adoption. Michael's views on technology trends and digital disruption in Asia Pacific are commonly cited in prominent publications and broadcast media, and he is a highly sought-after speaker at industry events throughout the world.

Previous Work Experience

Michael has 20 years of IT experience and joined Forrester through its acquisition of Springboard Research. Prior to Springboard, he led software infrastructure and application integration research in Asia Pacific for Gartner, advising large organizations on strategies for sourcing, implementing, and managing enterprise applications and software technologies. He previously conducted software research and implementation at Meta Group, Hurwitz Group, and Prudential Insurance.

Education

Michael holds a master's degree in economics from Northeastern University