

Graeme Keith PHILIPSON

IT and high tech writer, analyst, speaker and consultant

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Graeme Philipson is a communicator and researcher into high technology and its effects on business and society. He is editor and publisher of *The ICT Sustainability Review* (www.ictsustain.com), and an associate editor of *iTWire*, a leading online IT news source (www.twire.com)

He is also founder and Research Director of Connection Research, a market research and analysis firm specialising in the convergence of sustainable, digital and environmental technologies. He is author of Connection Research's innovative Green IT, Sustainable Home and Connected Home reports, and heads up the company's research activities in the sustainable technology, ICT, home automation and electrical industries.

(graemep@connectionresearch.com.au)



He has been in the high tech industry for more than 30 years, most of that time as a market researcher, analyst and journalist. He is in demand as a conference speaker, and frequently achieves high ratings for the depth of knowledge and the humour and wit he brings to the subject. He has spoken at dozens of conferences and vendor road shows around the world, including many keynote presentations.

Previous credits include: founding editor of MIS Magazine and co-founder of Strategic Publishing Group, IT columnist in The Australian and Fairfax publications, Research Director for Gartner Asia Pacific, Editor of Computerworld Australia, Research Manager for Yankee Group Australia.

He frequently appears on radio and TV as a commentator on technology, and has conceived, promoted and chaired many major seminars and conferences in the areas of sustainability, IT management, technology futures, telecommunications and biotech. He is a recipient of the Kester lifetime achievement award for contributions to IT journalism.

He has written over 3000 articles and columns on technology and management for many publications around the world. He is author of four books and more than 50 published market research reports on international technology industries, and has conducted many proprietary market research studies.

He has a BA in Political Science and Modern History from the University of New England, and lives in Sydney, Australia.

Current Activities

- **Marketing consultant to leading technology vendors**
Corporate writing, market analysis, marketing research
www.philipson.info
- **Publisher and Editorial Director, ICT Sustainability Review**
IT sustainability and energy efficiency
www.ictsustain.com
- **Associate Editor, iTWire**
IT and comms journalism and analysis
www.itwire.com
- **Research Director and Founder (2006), Connection Research**
Sustainability and energy efficiency market research and analysis
www.connectionresearch.com.au

Skills

Very Good Written English

- Author of numerous manuals and books and thousands of newspaper and magazine articles
- Extensive corporate writing – white papers, brochures, web sites, press releases, etc.
- Development and presentation of “Effective Written Communication for Business” courses
- Award winning poet

Very Good Presentation Capabilities

- Spoken at hundreds of seminars and conferences – very high audience ratings
- On the books of four celebrity speakers’ bureaus

Broad Knowledge of High Technology Industries

- Information and Communications Technology
- Sustainability and Environmental
- Biotechnology

Diverse International Experience

- Extensive work in Australia, New Zealand, ASEAN, UK, USA
- Also worked in EU, China, India, Korea, Japan
- Extensive international travel for business and pleasure. Almost fluent German

Extensive Practical Experience in Statistical Analysis

- Extensive analysis of structured and unstructured survey data
- Extensive survey and database design

Unusually Broad General Knowledge

- Degree in Political Science and Modern History, history addict
- Trivial Pursuit nut and quiz show champion
- Mensa member

Activities since 1992

1998 – present: Independent consultant philipson.info, Sydney

Successful high technology analysis and writing consultancy. Freelance journalism, market research, commercial writing, conference speaking, marketing consultancy, etc. Major clients included IBM (keynote speeches at various conferences in Australia and internationally), HP (keynote speeches at various roadshows in Australasia and Asia), Accenture (extensive commercial writing), SAP (marketing analysis), Compuware (seminars, conferences, market research) Microsoft (conference speaking), and many others.

Publishing and market research clients included Fairfax Media (weekly IT column for 11 years, and various feature articles), Butler Group (regular articles, conference speaking and consultancy), CBS Interactive (extensive market analysis projects), etc. Partner in biotechnology market research and bioinformatics consultancy (BioLateral). Many other projects for a large range of clients.

1996-98: Director, Demand Research, Asia-Pacific Gartner, Sydney and Singapore

Joined after Gartner acquired SPG's Strategic Research division (see below). Responsible for developing and managing Gartner's demand-side research capabilities across the region. Also acted as Gartner's senior ERP analyst in Australia. Member of Asia-Pacific management team during Gartner's significant mid 90s Asia-Pacific expansion phase. Extensive public speaking in Australia and Asia-Pacific.

1992-99: Co-founder, Research Director and Editorial Director, Strategic Publishing Group, Sydney and Singapore

(Non-Executive Director 1996-99). Founding editor of SPG's very successful *MIS* (Managing Information Strategies) magazine, and originator of Strategic Research's unique user-based research program (acquired by Gartner in 1996). SPG operated in Australia, New Zealand, Singapore, the UK and India, and also published *CFO*, *Information Age*, *P4+* and *eBusiness* magazines. SPG was acquired by leading Australian publishing house John Fairfax in December 1999. The company was founded with four people and US\$30,000. At the time of acquisition there were over 100 staff, and annual revenues were over US\$7 million. Headquarters were transferred from Sydney to Singapore in 1997. Extensive world travel.

Other activities:

- 2012-2015: Daily telecoms newsletter *CommsWire*, senior Associate editor *iWire*.
- 1998-2006: Weekly IT industry opinion columnist in the computer section of *The Sydney Morning Herald* and *The Age* (Melbourne).
- 1993-96: Weekly IT industry opinion columnist in the computer section of *The Australian* newspaper. Then the world's largest weekly computer supplement.
- 1994: Founding President, Australian Computer Museum Society. Australia has the world's second-best collection of computer memorabilia, but there is no display space.
- 1991-95: Asia-Pacific correspondent for *Software* magazine (Westboro, MA). The magazine's first voice in the region.

Earlier Life and Work (to 1992)

- **1989-92. Founding Editor, *True Blue* magazine.** Australia's only magazine on IBM mainframe and midrange computers. Founder, CMP Research (sold to SPG in 1992). Extensive world travel.
- **1988-92: Freelance IT journalist and analyst.** Staff writer for analyst firm CTR (Charleston, SC). Author of *Implementing CASE Technology* (ISBN 0-927695-63-4), *Mainframe Wars* (ISBN 0-927695-71-5), and *IBM's ESA Strategy* (ISBN 0-927695-78-2). Australian distributor for CTR's material. Editor of *Computing 100* annual (1989-91), frequent contributor and weekly large systems columnist in *Computing Australia*.
- **1987-88: Editor, *Computerworld Australia*.** At that time, the industry's journal of record.
- **1985-87: Freelance IT journalist and analyst.** Senior consultant, IDC Australia. Senior consultant, Focus Research (independent Australian IT market research company).
- **1984-85. Conference Product Manager, MTE.** Australia's leading IT seminar company.
- **1983-84: Research Manager, Yankee Group Australia.** The Gartner of the 80s.
- **1983: Travel journalist, Gareth Powell Pty Ltd.** Lots of fun, no money. Extensive world travel.
- **1983: Founding editor, Australian Apple Review.** Early days in Australian IT journalism.
- **1981-83: Sales manager, Zofarry Enterprises.** Australia's most innovative Apple dealership.
- **1980: On the Road.** Nine remarkable months Kerouacking around the USA.
- **1978-80: Computer salesman, Burroughs Corp. and Apple's Australian distributor.** Personally sold Australia's first ever retail copies of VisiCalc and dBase II, and first IBM PC XT.
- **1976-78: Computer operator, Esso Australia and Citicorp.** "Computers are the future."
- **1972-75: University of New England (Armidale, NSW, Australia).** Distinction in UNE's inaugural Political Science degree – first graduate from UNE in that subject. Double major Political Science and Modern History. Cataloguer in UNE's Dixon Library – information junky at an early age. BA awarded 1976.
- **1966-71: Tamworth High School (Tamworth, NSW, Australia).** Arts in junior high school, sciences in senior high school. Higher School Certificate awarded 1971.

**Born in Griffith, NSW, Australia on 27 February 1954. Australian nationality.
Weight 95kg, Height 180cm. Excellent health.**

Website: www.philipson.info

INTERESTS: History and Futurism, Travel, Good Food and Drink, Country Music (composition and performance), Classical Music, Poetry (writing and appreciation – number of awards), Dogs, Mensa, *die deutsche Sprache* and all things German, 8-Ball Pool, Cricket, Collecting books (library of 3500 volumes), Movies and TV, Australian Rules Football, Rugby, Baseball, Chess (school and university college champion).

A Google advanced search on "Graeme Philipson" yields over 13,000 results.

References available on request. See also: www.philipson.info/page/testimonials
and recommendations on LinkedIn