

Center for Digital Transformation

UCI Paul Merage School of Business

Advisory Board

John Gantz

Senior Vice President

IDC

John is currently Senior Vice President of IDC. Previously, he was also the Chief Research Officer, where he had responsibility for IDC's worldwide demand-side research, global market models, and research quality control and standards. He was also a member of IDC's management committee, chief architect of IDC's Worldwide Digital Marketplace Model (formerly the Worldwide Internet Commerce Market Model, TM,) IT Economic Impact Model, and PC Software Piracy research. He was one of IDC's chief spokespersons on broad technology and market issues at major forums in the United States and around the world.

Prior to joining IDC in September 1992, Mr. Gantz was vice president and chief analyst for Dataquest and director of that company's Software Research Group. Before joining Dataquest in 1991, Mr. Gantz was executive vice president of TFS, Inc., a custom research and consulting company that he co-founded in 1983.

Mr. Gantz has been an IT industry analyst and columnist for more than 30 years. His publications and columns have appeared in Fortune, Forbes, Computerworld, Infoworld, Computer Graphics World, and Industry Week. Additional national and international exposure has come through quotes in all major business publications, interviews on CNN, NBC, Reuters, Bloomberg and other network news shows, and chairperson assignments at major computer industry trade shows. For the last five years, he has also been a judge of the CIO China awards. Most recently, he has become IDC's chief spokesperson on the issue of digital piracy.

Mr. Gantz is a graduate of Dartmouth College, former Navy submarine officer, and coauthor of *Pirates of the Digital Millennium* (Prentice Hall 2005) and *The Naked Computer* (Morrow, 1983). He has run two Boston Marathons and hiked the Appalachian Trail end-to-end (1973). He is married with two sons.