**Mark Smith**

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**Short Bio Description:** Partner and head of software research and advisory at ISG with three decades of experience and expertise in the technology industry.

**Long Bio:** Mark is the leader and responsible for the overall software research and advisory for business and IT at ISG Software Research. He is an expert in enterprise software and defines the blueprint for AI software research and digital modernization across people, processes, information and technology. Mark has held CMO and product roles at software providers and companies like SAP and Oracle. Mark founded Ventana Research over two decades ago and was the CEO and Chief Research Officer and worked in the technology sector for over 30 years leading innovations in research and technology. Mark is an Eagle Scout and volunteers in Scouting enabling youth to reach their full potential.

**Summary:** Mark Smith is the Partner, Head of Software Research at ISG leading the global market agenda as a subject matter expert in digital business and enterprise software. Mark is a digital technology enthusiast using market research and insights to educate and inspire enterprises, software and service providers.