



Gene Leganza

VP,

Research

Director

Serving

Enterprise

Architecture

Professionals

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Gene

leads

a

team

of

analysts

that

provides

research

and

advisory

services

that

address

the

needs

of

Customer

Insights

and

Enterprise

Architecture
professionals.
His
team
focuses
on
data
management
and
governance
strategies
and
technologies,
as
well
as
building
and
optimizing
the
insights-
driven
enterprise.

Previously,
Gene
was
a
senior
analyst
on
the
Enterprise
Architecture
team,
focusing
on
information
strategy
and
architecture
with
a
particular
concentration

on
the
insights-
driven
cultures
and
their
impact
on
business
processes,
organizational
structures,
and
technology
strategy.

He
continues
to
help
clients
address
their
information
strategy
needs
and
navigate
the
data
management
technology
and
services
landscape.

Previous Work Experience

Gene
has
more
than
30
years

of
IT
experience,
including
enterprise
architecture
planning,
infrastructure
architecture,
IT
management,
performance
management,
capacity
planning,
product
strategy,
and
application
development.
Gene
came
to
Forrester
through
its
acquisition
of
Giga
Information
Group.
Prior
to
joining
Giga,
he
was
director
of
infrastructure
architecture
and
capacity
planning
at

John
Hancock
Financial
Services
in
Boston.
Previously,
he
held
senior
IT
positions
at
First
Data
Corporation
and
Fidelity
Investments
and
development
and
marketing
management
positions
at
leading
software
firms.

He
has
published
dozens
of
papers
on
various
topics
and
has
spoken
at
a
variety

of
conferences
in
the
US
and
abroad.

Education

Gene
earned
a
B.A.
in
psychology
and
music
from
Wesleyan
University
in
Middletown,
Connecticut.

Gene Leganza's Research

- **REPORT: [Build An Insights-Driven Business](#)**

The Executive Overview Of The Insights-Driven Business Playbook

January 12, 2018 [Srividya Sridharan](#), [Gene Leganza](#)

In today's hypercompetitive business environment, harnessing and applying data and analytics at every opportunity to differentiate your products and customer experiences is fast becoming a prerequisite for success. But setting up the technology foundation, restructuring teams, evolving processes, and transforming cultural norms to become an insights-driven business isn't easy. This report for executives leading data, analytics, and insights initiatives provides an overview of Forrester's framework for how to complete this journey successfully: the insights-driven business playbook.

- **REPORT: [Eliminate Confusion In Data Management Roles And Responsibilities](#)**

Organization: The Data Management Playbook

January 26, 2017 [Gene Leganza](#)

As enterprise architecture (EA) leaders prioritize data capabilities, they're looking broadly at how data

management (DM) resources are spread across the organization. Where can they consolidate their scattered resources? What's the right resource model to meet the business demand for improved access to data and insights? This report provides a framework to understand how DM capabilities map to your organizational resources. This is an update of a previously published report; Forrester reviews and updates it periodically for continued relevance and accuracy. We are now updating it to include our most recent research data on DM organizations.

- **REPORT: [Map Your Way To Your Information Strategy's Business Outcomes](#)**

December 29, 2016 [Gene Leganza](#)

One of the most difficult aspects of an information architecture (IA) practice is engaging stakeholders to buy into your strategy and contribute to your architecture development. This report explains how to design a road map for your information strategy that will clearly show the impact on business outcomes while laying out the interdependent people-, process-, and technology-related activities needed to make it all happen. This is an update of a previously published report; Forrester reviews and revises it periodically for continued relevance and accuracy. We are now updating it to include our latest thinking on information strategy.

- **REPORT: [Create KPIs That Show The Effectiveness Of Your Information Strategy](#)**

December 16, 2016 [Gene Leganza](#)

How effective is your information strategy? You can't answer that question without comprehensive assessment and key performance indicators (KPIs) that specifically target your information capabilities. This report integrates with Forrester's framework for a capability-based performance management program to track the success of an information strategy. The approach creates metrics linked to business outcomes in enterprise architecture professionals' strategies. This is an update of a previously published report; Forrester reviews and revises it periodically for continued relevance and accuracy.

- **REPORT: [Align Your Information-Related Roles And Processes With Your Business Goals](#)**

December 15, 2016 [Gene Leganza](#)

Amid the noise and clamor surrounding big data, and as self-service for business information (BI) and analytics becomes a reality, a major change is happening behind the scenes. Schema-on-read-based data exploration is key to removing the expertise bottleneck that has plagued data warehouses (DWs) and centralized BI efforts since DWs began. These tech-driven changes also mean profound disruption to roles like information architect and data manager. This report helps guide enterprise architects through these changes and prepare for a data-driven future. This is an update of a previously published report; Forrester reviews and updates it periodically for continued relevance and accuracy.