Doug Laney
Gartner
Vice President - Research
Information Innovation and Strategy

“Infonomics: How the Value of Information Assets Are Hidden in Plain Sight”

Thursday, September 18, 2014
Deloitte Auditorium
1001 Business Instructional Facility
4:00 - 5:10 Presentation

Doug Laney is a vice president with Gartner, leading its Information Innovation research and advisory practice. He is an accomplished practitioner and recognized authority on information management, analytics and big data strategies and practices. He is considered a pioneer in the field of data warehousing and developed the industry’s first such project methodology, still in use today two decades since its introduction.

Doug is also an authority on big data challenges and opportunities. In 2001 he first defined and wrote about the “3Vs” of volume, velocity and variety, now commonly used in defining big data.

Over a decade ago, Doug originated the field of Infonomics, developing methods to quantify information’s economic value and apply asset management practices to information assets. He formed the Center for Infonomics think tank and lectures at leading business schools on the topic. In addition to his dozens of Gartner research publications and blogs, Doug is a contributing author with Forbes, and has published on this topic in the Wall Street Journal and the Financial Times.

Prior to rejoining Gartner, Doug helped form and lead the Deloitte Analytics Institute, a global initiative to grow Deloitte’s multi-billion-dollar analytics business through marketing, social media, thought leadership, internal education, sales support, and recruiting.

After receiving a B.S. in Software Engineering and Business Administration through the University of Illinois’ individual plans of study program, Doug began his career at Andersen Consulting (now Accenture), and later managed professional services organizations for several software companies.

Doug lives outside Chicago with his wife and son, plays competitive tennis and non-competitive golf, is a volunteer Junior Achievement instructor at local grammar schools, advises startups at the 1871 entrepreneurial space, and is on the University of Illinois Department of Accountancy advisory board. Follow Doug on Twitter: @doug_laney.