



Adelaide O'Brien

Research Director

Adelaide O'Brien is Research Director for IDC Government Insights responsible for U.S. Government Digital Transformation. Ms. O'Brien's core research coverage includes digital approaches in creating and delivering services with increased agility, flexibility, and scalability. Ms. O'Brien's research also includes a particular emphasis on Maturity Models in Big Data/Analytics, and cloud, as well as benchmarking government maturity levels. Based on her background covering cloud and Big Data/analytics Ms. O'Brien's research also includes a particular emphasis on IT modernization and the threats and opportunities now facing government's ecosystems in leveraging agency information as a critical asset, allowing stakeholders to make better decisions, provide better services and experiences for constituents, and react in real time to limit liabilities and manage risks.

BACKGROUND

Previously, Adelaide led the Services Marketing organization at Avaya, and the end user offer management teams (including government) at Lucent. She has a long track record of translating customer preferences into actionable business initiatives, and has been recognized for leading cross-functional teams to achieve outstanding results through change management and customer focus. She has served on the Digital Government Institute Customer Services Advisory Committee, supporting leading-edge education programs on key topics facing government IT managers, received a Volunteer of the Year Award from Women in Technology, and served on the Federal Government Big Data Community of Practice. Adelaide began her career working in Minnesota State Government.

EDUCATION/INDUSTRY ACCOMPLISHMENTS

- M.P.A in Public Administration, University of Texas, Lyndon B. Johnson School of Public Affairs
- M.B.A in Marketing, University of St. Thomas, St. Paul, Minnesota
- B.A. in Political Science and English, Marquette University
- Serves on the Executive Committee of American Council of Technology, Industry Advisory Council (ACT-IAC)
- Frequent speaker, presenter and moderator at industry conferences as well as providing analysis for multiple media outlets including CIO Magazine, Forbes, Government Technology, Washington Technology, Federal Times, Federal Computer Week, Nextgov.com, and Web 2.0 Journal

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IDC Government
Insights

- More than 25 years of experience
- Research coverage areas: the emerging technologies of Big Data and Analytics and Cloud
- Expertise includes: the effects of innovative technology on government agencies, the use of technology to deliver mission critical initiatives.
- Ms. O'Brien blogs in the IDC Community (<https://idc-community.com/government>).
- Request a briefing with [Adelaide](#)