



Philip Carnelley

AVP, European Software Group

Philip Carnelley is AVP for IDC's European Software Group, and has over 20 years' experience of working in the IT industry as an analyst, consultant, and applications developer in a variety of industries around Europe.

He leads IDC's European research on enterprise applications and analytics, with a particular focus on big data and cognitive/AI software and solutions and their implications for digital business transformation. He heads IDC's multi-disciplinary European Cognitive/AI Research Practice, and he also oversees IDC's European Software Tracker analyst team. He is also tasked with writing and presenting on broader enterprise software trends and the impact of emerging software technologies in the European region. He is a regular keynote speaker and panelist at industry events.

Carnelley's recent research includes studies of the Big Data platform marketplace, of the markets for AI applications and tools, and insights into SAP's BI tools and database strategy. He has also studied partner ecosystems for the major SaaS providers, and the U.K. market for digital transformation technologies and services.

Recent consulting engagements include studies of the economic impact of cloud computing on European business, an assessment of the EU's emerging internet platform project and assessing the top traits of leaders in Big Data project implementation. He has contributed to many conferences, both public and for IDC clients, giving presentations, leading workshops and chairing panel sessions.

Prior to joining IDC, Carnelley worked for Pierre Audoin Consultants, where he spearheaded the company's global research in Big Data and information management, and where he also led its research in European SaaS markets and the Oracle Applications and related services marketplace. Prior to PAC, he worked for business process consultancy The Hackett Group, for IT consultancy Ovum, for the Gartner Group, and for Oracle Corporation.

Carnelley holds an MSc from Sheffield University in control systems and a BSc from Manchester University in mathematics. He is a member of the British Computer Society.

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