|  | Mark Smith  Partner, Chief Software Analyst  Phone: +1 725 304 5460  E-Mail: mark.smith@isg-one.com |
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| Signature Traits | Software Visionary. Innovative Research Leader. Advocate. AI Market Thought Leader. |
| What he does  at ISG | Mark Smith serves as Partner and Chief Software Analyst at ISG, where he leads the firm’s global software research leadership for the technology industry. He defined the blueprint for ISG’s AI software research across industry, business and IT functions to enable the digital modernization of enterprises. Mark’s leadership has introduced the industry’s most extensive portfolio of software categories and provider ratings, as featured in the ISG Buyer’s Guide. |
| Past achievements  for clients | With more than three decades in the technology industry, Mark has held leadership positions at SAP and Oracle in marketing and product roles, delivering innovative software solutions. He founded Ventana Research, where, as CEO and Chief Research Officer, he built one of the industry’s leading research and advisory firms for over two decades. His career has been dedicated to guiding enterprises and software providers across the technology industry. |
| Career highlights | * Founder, CEO, and Chief Research Officer of Ventana Research (over 20 years). * Executive roles at leading software providers, including SAP and Oracle. * Over 30 years of expertise advancing market research and enterprise software. * Recognized subject matter expert in AI software and business applications. |
| Education & credentials | Eagle Scout and active Scouting volunteer, enabling youth to achieve their full potential. |
| What you will appreciate working with him | Mark’s deep knowledge of the technology industry, innovative mindset, and dedication to client success make him a trusted advisor to enterprises and technology providers alike. His enthusiasm for AI and enterprise research, which applies research to real-world challenges, inspires organizations to adopt software and innovation confidently. |