

# **Julie Ross**

**Director, Software and Cloud Services Trackers at International Data Corporation (IDC)**

Toronto, ON, CA

Provides clients with competitive intelligence and strategic insight related to the Canadian software industry and competitor activities

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## **Description**

As IDC Canada's Director, Software and Cloud Services Tracker, Julie Ross is responsible for coordinating the development and reconciliation of revenue estimates for the software and cloud services companies tracked by IDC's Worldwide and Canadian Software and Cloud Services Tracker teams. Her role is to ensure the consistency, completeness, and accuracy across IDC's various software and cloud services research products, which form the basis of the Worldwide Software Market Forecaster and various packaged and custom trackers published worldwide and regionally.

Prior to her current position, Julie led IDC Canada's Competitive Dynamics research practice and was the lead analyst for IDC Canada's ICT Executive research program. In her role, she developed and maintained a structured approach to monitoring and analyzing publicly available competitor information to help clients improve the strategic management process and secure competitive advantages. In her 18+ years at IDC Canada, Julie has developed extensive experience executing primary and secondary market competitive research across a variety of progressively management roles in enterprise solutions research areas and IDC Canada's Consulting practice. Julie was also IDC's principal analyst on various market dynamics affecting IT workforce management in Canada and was a popular public speaker on the implications of elearning on Canada's IT and business training industry.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Business Services, Corporate Training, Computer Software, IT Services/Consulting, Information Technology and Services, Telecommunications, Market Research, Advertising/Marketing

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## **Topics**

Software competitive landscape , Public Cloud services competitive landscape , market sizing and forecasting of Canadian software market, Cloud software

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## **Affiliations**

Semiannual Software Tracker, Semiannual Public Cloud Services Tracker, Semiannual Business Analytics Tracker

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## **Education**

**Wilfrid Laurier University's School of Business and Economics**  
Bachelor of Business Administration (Honours) Economics

**The London School of Economics**  
Economics

**Queen's University's International Study Centre**  
Business

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