

# **Rob Burbach**

**Research Manager, Survey and Analysis at International Data Corporation (IDC)**

Toronto, ON, CA

Research Manager, specializing in surveys & analysis for the Canadian ICT sector

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## **Description**

Rob is a research manager in the Survey & Analysis group in IDC Canada. He designs, manages and analyses IDC Canada internal and custom research projects. The internal research projects focus on how consumers, top corporate executives, and business telecom decision makers adopt and use IT technologies in Canada. Custom research projects include qualitative and quantitative work across a wide variety of technology related topics.

In addition, Rob is a member of the global IDC Custom Solutions Buyer Behavior practice. In this role he designs, manages and analyses custom research projects for global technology firms. Research areas of expertise include branding, market modelling, pricing and new product research.

Rob's initial role at IDC was as the Canadian analyst for IDC Financial Insights. He maintains a strong interest in the financial services sector.

With over 25 years in the market research industry, Rob's expertise includes both qualitative and quantitative market research experience on the both the buyer and provider sides. He holds both an MBA and Bachelor of Mathematics degree.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Business Services, Research, Telecommunications, Information Technology and Services, IT Services/Consulting, Market Research, Management Consulting

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## **Topics**

Buyer Behaviour, Statistical Analysis, Survey Development

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## **Affiliations**

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## **Sample Talks**

## **The state of e-Commerce in the Canadian market**

Topics in the presentation include issues such as:

- Top Global Information Technology Trends In Capital Markets (IDC Financial Insights)
- Top Business Trends Driving IT Investment In Canadian Capital Markets (based on new research from IDC Financial Insights)
- Top IT Investment In Canadian Capital Markets (based on new research from IDC Financial Insights)
- IT Investment Priorities In The Next 12 Months For Canadian Capital Markets Firms (based on new research from IDC Financial Insights)

## **Financial Services Consumers Are Evolving. Are You Ready?**

Consumer communication needs are changing and your customer experience strategy should too. With evolving technology, it's no longer enough to segment customers based on age alone. You need to understand how Financial Services customers use technology and the impact it will have on their interaction with you.

Learn how the future consumer of financial services will impact your customer experience strategy, and discover an innovative approach to segmenting future consumers.

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## **Past Talks**

### **Canadian Top Executive Survey, 2017: Aligning Business and CIO Priorities in the Digital Economy**

CIO Association - IDC Canada's Top Executive Survey Results

### **Canadian Capital Markets in the Age of Uncertainty**

Caplin e-Commerce Speaker Series

### **Financial services consumers are evolving. Are you ready?**

IDC Tech Series for Canadian Business

### **Core Banking: Global Deal Tracking and Predictions**

IDC Web Conference Series

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## **Education**

### **SASIN Graduate School of Business**

MBA International Finance and Marketing

### **University of Waterloo**

B.Sc. Mathematics

### **Ambassador College**

BA Undergraduate Studies

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