



## **Michael Azoff** Principal Analyst

Michael Azoff (PhD, MIEEE) has been working as an IT industry analyst since 2003, bringing over 20 years of experience in pure and applied research and consulting in the IT industry. Michael is a member of Ovum's software solutions group, providing research, advice, and consulting for enterprise users of technology and IT vendors, serving technology decision makers, senior managers, and team leaders. He leads the research on software development and lifecycle management as it applies in enterprise IT, and increasingly as it applies in the world of product lifecycle management, analysing trends and key paradigm shifts. His research coverage includes agile, lean, and DevOps methodologies and processes, mobile and web app development platforms, and application performance management. Michael runs Ovum Master Classes and Enterprise Workshops in his coverage area, and is an invited keynote speaker at Ovum, vendor, and user organisation-sponsored events.

Providing consulting services to Ovum's clients is an important part of Michael's activities, offering independent advice and helping clients make the right process and technology choices; example consulting include assessing market readiness for a Software-as-a-Service offering, and helping a custom software development team transform towards being agile.

Michael started out in academic research, gaining a PhD from Sheffield University, UK, on modelling novel semiconductor devices, and subsequently contributing to the UK government's IT initiatives with research work at Rutherford Appleton Laboratory. This was followed by a variety of roles in R&D and the IT industry. Michael's career has included winning a UK government-sponsored Smart award for applying artificial neural networks to industrial projects, and he has published papers in academic journals and a book on neural networks.