



SILICON VALLEY TECH RESEARCH AND ADVISORY FIRM

CONSTELLATION RESEARCH MEDIA KIT 2025

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ABOUT CONSTELLATION RESEARCH

Constellation Research is a technology research and advisory firm based in Silicon Valley. We deliver strategic guidance to companies seeking to transform their businesses through the early adoption of exponential technologies. Our analysts draw on their experience as practitioners to deliver pragmatic advice to CXOs leading business transformation within their organizations.

Our mission is to conduct research on exponential technologies, identify and validate trends, and empower our clients to succeed in the digital economy.

Clients include boards of directors, C-suite executives, line-of-business leaders, and IT visionaries who are not afraid to challenge the status quo.

Our analysts deliver the advisory you need to compete in the digital economy.

SIGNATURE COVERAGE AREAS

- ✓ Cybersecurity
- ✓ Data to Decisions
- ✓ Digital Safety & Privacy
- ✓ Future of Work
- ✓ Marketing Transformation
- ✓ Matrix Commerce
- ✓ New C-Suite
- ✓ Next-Generation Customer Experience
- ✓ Product-led Growth
- ✓ Tech Optimization & Modernization

 **23.6K**
Followers on X

 **518K**
Website Visits

 **50K**
Podcast Streams

 **15K**
Newsletter Subscribers

PRESS MATERIALS

Check out our recent press releases on our website [here](#).

Find our company logos & boilerplate [here](#).

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NEWS COVERAGE

Check out our latest media mentions on our website [here](#).

Interested in working with one of our analysts on a story?

Email: press@constellationr.com

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IN THE NEWS

TechCrunch

Harvard
Business
Review

Forbes

ZDNet

USA TODAY

FOX
BUSINESS



R "RAY" WANG

CHAIRMAN & FOUNDER

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- [Published blogs and research](#)

SIGNATURE COVERAGE AREAS

- ✓ **Future of Work**
- ✓ **Matrix Commerce**
- ✓ **New C-Suite**
- ✓ **Tech Optimization & Modernization**

R "Ray" Wang is founder, chairman, and principal analyst of Constellation Research Inc. and the author of the popular enterprise software blog, A Software Insider's Point of View. He previously was a founding partner and research analyst for enterprise strategy at Altimeter Group.

A background in emerging business and technology trends, enterprise apps strategy, technology selection, and contract negotiations enables Wang to provide clients and readers with the bridge between business leadership and technology adoption. Wang has been recognized by the prestigious Institute of Industry Analyst Relations (IIAR) as Analyst of the Year, and in 2009 he was recognized as one of the most important analysts for enterprise, SMB, and software. In 2010 Wang was recognized on the ARInsights Power 100 List of Industry Analysts and named one of the top influential leaders in the CRM Magazine Market Awards.

Wang graduated from Johns Hopkins University with a B.A. in natural sciences and public health. His graduate training includes a master's degree from Johns Hopkins University in health policy and management and health finance and management.



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SIGNATURE COVERAGE AREAS

- ✓ **Data to Decisions**
- ✓ **Sustainability**
- ✓ **Tech Optimization & Modernization**

Doug Henschen is a vice president and principal analyst at Constellation Research focusing on data-driven decision-making. His Data to Decisions research examines how organizations employ data analysis to reimagine their business models and gain a deeper understanding of their customers. Data insights also figure into tech optimization and innovation in human-to-machine and machine-to-machine business processes in manufacturing, retailing, and services industries.

Henschen's research acknowledges the fact that innovative applications of data analysis require a multidisciplinary approach, starting with information and orchestration technologies; continuing through business intelligence, data visualization, and analytics; and moving into NoSQL and big data analysis, third-party data enrichment, and decision-management technologies. Insight-driven business models and innovations are of interest to the entire C-suite. Previously, Henschen led analytics, big data, business intelligence, optimization, and smart applications research and news coverage at InformationWeek. His experiences include leadership in analytics, business intelligence, database, data warehousing, and decision-support research and analysis for Intelligent Enterprise. Further, Henschen led business process management and enterprise content management research and analysis at Transform magazine.



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SIGNATURE COVERAGE AREAS

- ✓ **Marketing Transformation**
- ✓ **Next-Generation
Customer Experience**

Liz Miller is Vice President and Principal Analyst at Constellation focused on the org-wide team sport known as customer experience. While covering CX strategy across all core pillars of CX (Sales, Service, Commerce and Marketing), Miller spends her time zeroing in on the technologies and opportunities specific to Marketing and Service and on the continued evolution of the Chief Marketing Officer (CMO) and emergence of the Chief Experience Officer (CXO).

A 31-year marketing veteran, Miller offers strategic guidance on the leadership, business transformation and technology requirements to deliver on today's CX strategies. She has worked with global marketing, communications and experience organizations on transforming everything from business models to messaging in order to stay competitive in the shifting digital landscape. Miller also regularly champions the impact point when brand meets security which especially fraught in this new age of machine generation, AI and automation.

Prior to joining Constellation, Liz oversaw research, programs and content for the Chief Marketing Officer Council, developing thought leadership agendas for CMOs around the globe. Liz also counseled numerous organizations on core messaging and competitive advantage, working with marketing, advertising and go-to-market and demand generation teams around the globe in B2B and B2C motions. Liz is a skilled moderator, facilitator and speaker, engaging C-suite executives in hundreds of industry webcasts and roundtables, keynote presentations and panels.



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SIGNATURE COVERAGE AREAS

- ✓ **Future of Work: HCM**
- ✓ **New C-Suite**
- ✓ **Tech Optimization & Modernization**

Holger Mueller is a vice president and principal analyst at Constellation Research. He provides guidance for the fundamental enablers of the cloud, IaaS, and PaaS, with forays up the tech stack into big data, analytics, and SaaS. Mueller provides strategy and counsel to key clients, including chief information officers, chief technology officers, chief product officers, investment analysts, venture capitalists, sell-side firms, and technology buyers.

Prior to joining Constellation Research, Mueller was VP of products for NorthgateArinso, a KKR company. He led the transformation of products to the cloud and laid the foundation for new business-process-as-a-service (BPaaS) capabilities. Previously he was the chief application architect with SAP and was also VP of products for FICO. Before that he worked for Oracle in various management functions—on both the application development (CRM, Fusion) and business development sides. Mueller started his career with Kiefer & Veitinger, which he helped grow from a startup to Europe's largest CRM vendor from 1995 onward. Mueller has a Diplom-Kaufmann degree from the University of Mannheim, with a focus on information science, marketing, international management, and chemical technology. A native European, Mueller speaks six languages.



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SIGNATURE COVERAGE AREAS

- ✓ **Artificial Intelligence & Machine Learning**
- ✓ **Data to Decisions**
- ✓ **Tech Optimization & Modernization**

Andy Thurai is a vice president and principal analyst at Constellation Research. He is focused on the challenges facing IT teams in the “digital-native” era, including AI, ML, AIOps, edge, and cloud. He specializes in how to operationalize emerging technologies and in how to productionalize them. He advises CxO-level IT executives on how to digitize businesses.

Thurai’s coverage areas include AIOps, CloudOps, ITOps, observability, MLOps, ModelOps, DataOps, AI, ML, AI ethics, and AI bias.

Thurai is an accomplished IT executive, strategist, adviser, enterprise architect, and evangelist with more than 25 years of experience in executive, technical, and architectural leadership positions at companies such as IBM, Intel, BMC, Nortel, and Oracle. Thurai has written more than 100 articles on emerging technology topics for Forbes, The New Stack, AI World, VentureBeat, DevOps.com, GigaOm, and Wired.

His strength is selling technology to the CxO audience with a value proposition rather than the usual technology sales pitch. Find more details and samples of Thurai’s work on his website, thefieldcto.com.



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With over 25 years of experience, Chirag Mehta has built, shipped, marketed, and sold successful enterprise SaaS products and solutions across startups, mid-size, and large companies. As a product leader overseeing engineering, product management, and design, he has consistently driven revenue growth and product innovation. He also held key leadership roles in product marketing, corporate strategy, ecosystem partnerships, and business development, leveraging his expertise to make a significant impact on various aspects of product success.

Through his extensive hands-on experience as a technology practitioner—in designing, building, and running SaaS applications used by billions of users—his research on next-gen application development platforms focuses on challenges organizations face in delivering highly performant innovative products at rapid pace and scale.

Chirag helps Chief Product Officers and Chief Technology Officers strike a delicate balance where they can continue to solve critical problems and delight their customers, while effectively managing technology debt.

SIGNATURE COVERAGE AREAS

- ✓ **Cybersecurity**
- ✓ **Next Generation App Development**
- ✓ **Product-Led Growth**



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SIGNATURE COVERAGE AREAS

- ✓ **AI IN GROWTH OPERATIONS**
- ✓ **CRM**
- ✓ **SALES FORCE AUTOMATION**
- ✓ **CUSTOMER SUCCESS TECHNOLOGIES**

Martin Schneider has had a unique career that has spanned both analyst and marketing practitioner roles, focused on high technology and related industries. The unifying factor has always been both a keen analysis of go-to-market trends, while also having achieved success as a marketing leader.

Schneider started his career as a journalist covering B2B technologies, and quickly transitioned into a leading analyst covering application software for the 451 Group in NYC, where he specialized in CRM, marketing automation, and business intelligence/analytics technologies. After analyzing various go-to-market strategies of dozens of technology vendors, Schneider made the move to the vendor side, where he led successful go-to-market teams for several startups and established tech providers, including SugarCRM, Basho Technologies, Caspio, and SupportLogic. Most recently, Schneider was Head of Research at ANNUITAS, a leading go-to-market consultancy and advisory firm.

Schneider is excited to be merging his two passions in producing research and analysis around modern go-to-market and growth marketing strategies for a broad set of B2B professionals. Schneider lives in the San Francisco Bay Area and is a recording musician and restorer of vintage motorcycles in his free time.



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SIGNATURE COVERAGE AREAS

✓ Digital Safety & Privacy

Steve Wilson is a vice president and principal analyst at Constellation Research and leads the firm's work in digital safety and privacy. A 20-year veteran in cybersecurity, Wilson is one of the world's most original thinkers in digital identity.

Wilson is a researcher, innovator, and R&D leader with 30 years of experience in information technology. Since 1995 he has been dedicated to digital identity and privacy, responsible for numerous breakthroughs in smart technologies, identity management, privacy-enhancing technologies, and national identity frameworks. Wilson has been awarded nine cybersecurity patents and is currently undertaking a Ph.D. on the evolution of identity ecosystems.

Wilson advises chief information security officers, chief privacy officers, strategists, and ICT architects seeking to optimize data protection in complex digital systems. He provides Privacy Impact Assessments, builds robust security strategies, and helps architect identity for big data, Internet of Things, and cloud rollouts. His coverage areas include digital safety and privacy, data to decisions, and consumerization of IT.



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Dignan was most recently Celonis Media's Editor-in-Chief where he sat at the intersection of media and marketing. He is the former Editor in Chief of ZDNet and has covered the technology industry and transformation trends for more than two decades, publishing articles in CNET, Knowledge @ Wharton, WallStreetWeek.com, Interactive Week, The New York Times, and Financial Planning magazine.

He is also an Adjunct Professor at Temple University and on the Advisory Board for The Fox Business School's Institute of Business and Information Technology.

CONSTELLATION INSIGHTS COVERAGE

- ✓ Covers buy-side and sell-side of enterprise tech with news, analysis, profiles, interviews and event coverage.
- ✓ Curates and surfaces contextually relevant research for CR's CXO community.
- ✓ Helps vendors and thought leaders tell their stories.

SOCIAL MEDIA REACH



CONSTELLATION RESEARCH

Constellation is highly active and engaged on Twitter, LinkedIn, and YouTube. Year-over-year, Constellation's social engagement rates, video views, likes, followers, subscribers and impressions continue to grow.

 **23.6K**

X Followers

 **8K**

LinkedIn Followers

 **1700**

2024 Media Mentions

 **23K**

Video Content Views

 **15K**

Subscribers Across
4 Unique Newsletters

 **24K**

Views from top
live broadcasts

 **50K**

Podcast Streams

 **8K+**

CXO Community
Members

 **518K**

Website visits
year-to-date

KEY METRICS

Constellation circulates videos across our various platforms (newsletter, social media, website, backlinks in articles) for several weeks beyond the published date to gain traction, so real-time numbers are not the most accurate representation of who has and will view it.

Each Constellation analyst shares our videos to their own platforms, which we don't have access to track, but accounts for significant viewership of their personal networks. (Be sure to share the media kit which highlights our top analyst followings)

Particularly on LinkedIn, we have a curated audience of high-value CXOs viewing the content. The quality of these views isn't necessarily shown in the number of views, which is why we don't use this as a key metric.

Our Editor in Chief, Larry Dignan, embeds and cross-links all videos in his Insights blogs for months following, which continuously re-surfaces the content in a meaningful way and promotes it on Google search.

We highly encourage sharing and re-tweeting from the client company page and other employees, significantly impacting the reach and audience scope.

SOCIAL INFLUENCE

Constellation analysts R "Ray" Wang, Holger Mueller and Larry Dignan have the largest reach and influence on X and LinkedIn. However, every Constellation analyst has their own curated connections and targeted communities of business decision-makers and CXOs related to their coverage areas.



R "RAY" WANG

X 144.6K

X Followers

in 35K

LinkedIn Followers

175

2024 Media Mentions

Unique Audience: CEOs, CIOs, business, strategy, technology CXOs and leaders



HOLGER MUELLER

X 49K

X Followers

in 17K

LinkedIn Followers

272

2024 Media Mentions

Unique Audience: CIOs, cloud, developer, HR and technology leaders



LARRY DIGNAN

X 30K

X Followers

in 3K

LinkedIn Followers

Unique Audience: C-Suite executives, CXOs, enterprise leaders



LIZ MILLER

Unique Audience: CMOs and CSOs, EX, CX leaders, marketing, revenue, business and sales leaders



DOUG HENSCHEN

Unique Audience: CIOs, CFOs, CTOs, technology, ESG, data decision-makers



ANDY THURAI

Unique Audience: CIO and CTOs, AI, ML, cloud and software leaders and decision-makers



CHIRAG MEHTA

Unique Audience: CIOs and CTOs, product leaders and cybersecurity leaders



MARTIN SCHNEIDER

Unique Audience: CRO, CGO (chief growth officer), and marketing leaders



STEVE WILSON

Unique Audience: CIO and CTOs, data security and privacy leaders



AWARDS & RECOGNITIONS

Named Institute of Industry Analyst Relations (IIAR) New Analyst Firm of the Year in 2011 and #1 Independent Analyst Firm for 2014 and 2015.

Experienced research team with an average of 25 years of practitioner, management, and industry experience.

Organizers of the Constellation Connected Enterprise—an innovation summit and best practices knowledge-sharing retreat for business leaders.

CLIENT FEEDBACK

"If you're looking to be innovative and disruptive Constellation Research has you covered. They are always two steps ahead of the game."

"One of the most amazing analyst teams I've worked with. They are constantly challenging the status quo with thought-provoking research."

"It gives me a sense of where the industry is going and how my peers are handling the challenges coming their way. Also, hearing about emerging technologies from experts is a great perk."

GET IN TOUCH


It's time to DISRUPT or be DISRUPTED.

Please reach out with any questions.

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