About the Authors

Rick Sturm, MBA, has more than 30 years of experience in the computer industry. He is CEO of Enterprise Management Associates (EMA), a leading industry analyst firm that provides strategic and tactical advice to major corporations and government agencies on the issues of managing computing and communications environments and the delivery of those services. He was co-chair of the IETF Applications MIB Working Group that developed the standards for managing application software with SNMP. Rick has authored hundreds of articles about various aspects of enterprise management that have appeared in leading trade publications in the United States, Europe, and Asia. He has also co-authored five books: *CMDB Systems: Making Change Work in the Age of Cloud and Agile, The Foundations of Application Management, Foundations of Service Level Management, SLM Solutions: A Buyer's Guide,* and *Working With Unicenter TNG.*

Carol Pollard has more than 25 years of experience in IS education and industry consulting in the United States, Canada, and Australia. She is a full professor of computer information systems and supply chain management at Appalachian State University and holds an MBA and PhD in management information systems and business administration from the University of Pittsburgh. She also has ITILv3 certification.

Carol's consulting, teaching, and research focus is on application lifecycle management, IT service management, IT project management, and IT for sustainability. Carol is internationally recognized for her leading-edge IS research that she has presented at international academic and practitioner conferences, including the International Conference on Information Systems, Hawaii International Conference on Systems Sciences, Australasian Conference on IS, Pacific Asia Conference on IS, PINK, IBM Pulse, and IBM Innovate. She has also authored more than 100 publications in top-tier academic journals, including *MIS Quarterly, Journal of MIS, International Small Business Journal, Group Decision and Negotiation*, and *International Journal of Sustainability in High Education,* and in practitioner-oriented journals, including *Communications of the ACM* and *IT Professional*. Currently, Carol has served as chair of the Australasian Conference on Information Systems, associate editor for the *Journal of Global IT Management* and *International Journal of Decision Sciences*, and research analyst/faculty advisor to leading software companies.

Julie Craig has more than 25 years of deep and broad experience in software engineering, IT infrastructure and integration engineering, and application management. She holds a BA degree in psychology from Lycoming College, an associate's degree in computer science from the Pennsylvania College of Technology, and an MS degree in computer information technology from Regis University.

As a former software engineer and IT infrastructure engineer for global software companies, she managed development teams, developed software including enterprise management products, and deployed multiple commercial system, application, and performance management solutions. Her experience in commercial software companies also included development of communications software supporting television broadcasting and commercial integration applications.

She is internationally recognized for her thought leadership in the application management space, with numerous webinars, videos, and speaking engagements to her credit. She has been broadly quoted and continues to contribute to a wide variety of industry publications.