

Rob Bamforth Principal Analyst Business Communications



Rob Bamforth is a Principal Analyst working with Quocirca Ltd, focussing on business communications, with particular emphasis on where communications impacts people and things through mobile, social, unified and machine-to-machine (Internet of Things) communications. His overall experience combines sales and marketing, with an in-depth understanding of technology development and deployment.

Business communications covers a wide area, encompassing telecommunications, convergence with IT and collaboration. It touches on employee and business effectiveness and efficiency as well as environmental and other external changes. Rob's perspective is on the business impact from large enterprise to SMB.

Rob is regularly quoted in the technology industry and mainstream business media and is a regular contributor of analytical content to various publications and frequently blogs on Computer Weekly. He regularly delivers presentations from formal keynotes at large events to informal off the cuff talks at executive dining evenings.

A technical foundation with early experience at British Aerospace has provided Rob with an analytical ability to quickly identify the practical realities of any product or service. In the early 1980's Rob became a software consultant with specialist knowledge of the emerging UNIX operating system and C programming language. This extended into the management of software projects encompassing technical, commercial and mission critical systems, at specialised software houses in applications as diverse as life insurance, aircraft control systems, fingerprint recognition and computer aided design.

To this Rob adds a solid commercial background based on over a dozen years of sales and marketing experience at Sun Microsystems. Starting with pre-sales support, becoming a market 'ambassador' for several technology areas and culminating in a European software sales management position. He then spearheaded the early marketing of the Internet and Java in the 1990s, developing business opportunities and accumulating an in-depth knowledge of product marketing, channel marketing and business development experience. His understanding of commercial realities gave him the foundation to build Sun's Executive Briefing Centre programme, where he led the team to build and run two state of the art briefing centres. This combination of relaxed professional communications environment and thought-provoking content was designed to position novel concepts in a business context, and made a significant contribution to raising Sun's market presence.

Rob subsequently joined the analyst community, establishing the wireless and mobile practice at Bloor Research prior to extending his interest in the impact of the convergence, or as he would rather say, 'collision' of IT and Telecommunications industries with his work at Quocirca. He has written numerous articles and many reports encompassing the impact and management of mobile devices, mobile security, the cloud, the Internet of Things, unified communications and video conferencing. Rob also presents and contributes in seminars, video interviews and webinars, has been involved in industry groups such as the EVUA and Mobile Data Association and for several years has been a judge for the GSMA awards at Mobile World Congress.

Rob is an accomplished DIY-er, having successfully tackled everything from replacing kitchens, bathrooms and windows, to re-plumbing and re-wiring an entire house – but he hates grouting tiles. He now lives in an energy efficient eco-house, built and co-designed with his wife. In his spare time he is a volunteer crewmember and fundraiser in his local lifeboat and trustee for a mental health charity. He is also a keen photographer and has an NVQ in Professional Photography. Further qualifications include BSc (Hons) in Systems Engineering in 1981 from Bath University, UK, with membership of the British Computer Society and Chartered Engineer status since 1992.