



Mike Davis Principal Analyst

Mike is Principal Analyst at **msmd advisors** covering the breadth of Information Management technologies, but with a focus on Business Intelligence, its overlap with search and content management technologies, and most currently Big Data.

Mike's analysis and strategic advice, delivered through reports, speaking, and consultancy, is highly respected in both blue chip businesses, and large public sector organisations across Europe and the Asia-Pacific region. Mike regularly presents at industry events and major conferences, and is a frequent commentator in the press.

Prior to establishing **msmd advisors** in 2012, Mike spent six years as a Senior Analyst at Ovum. During this time he established himself as a key influencer and commentator in the areas of information access, content management and Big Data, and their application to industries such as healthcare and Oil & Gas. Mike's previous six years were spent as an analyst at Butler Group. This followed an 18-year career running information and IT systems in the UK health service. This was interspersed with short periods as a management consultant, working as IT manager for a chartered institute, and two years managing healthcare workers, and clinics in one of England's most deprived housing estates. Mike was awarded his MBA in 1998.