Forrester Research Names First Chief Business Technology Officer

October 5, 2011

CAMBRIDGE, Mass., Oct 05, 2011 (BUSINESS WIRE) --

Forrester Research, Inc. (Nasdaq: FORR) today announced that Steven Peltzman has joined Forrester as its first chief business technology officer (CBTO). Peltzman is responsible for ensuring that the company's business technology (BT) strategy is tied directly to the company's overall business goals and mission. This includes leading the implementation of all major business technology initiatives and managing the business technology organization that focuses on harnessing technology to innovate Forrester's business.

"This is a clear case in which Forrester is following the advice it provides to its clients," said George F. Colony, Forrester's chairman of the board and chief executive officer. "Businesses today need more than IT experts -- they need a business technology organization that exists to drive one thing: business. Steve has joined Forrester as CBTO to lead our BT group to help us increase the company's growth and profit."

Peltzman has 20 years of experience in technology, of which the past 14 years were in executive leadership positions. Prior to joining Forrester, Peltzman spent a decade as the chief information officer at The Museum of Modern Art (MoMA) in New York City. He led the technology design and implementation for MoMA's landmark $858 million new building project from 2001 to 2004.

In addition, Peltzman spent seven years as a United States Air Force officer, where he developed and assessed stealth technology and tactics for the B-2 Stealth Bomber Program Office and served as a program director for the Joint Mission Planning Program Office. In related experience, Peltzman has served as a technology advisory board member to several venture capital firms.

"A key reason I joined Forrester is because I've evangelized what Forrester calls 'IT to BT' for years," said Peltzman. "Technology teams should be focused on business, not on technology for technology's sake. I know firsthand how transformative technologies such as cloud, social, and mobile can be harnessed to gain efficiencies, increase agility, and most importantly to drive innovation and business value. With an eye on these and other technology tools, I'm excited to implement BT at Forrester."

About Forrester Research

Forrester Research, Inc. (Nasdaq: FORR) is an independent research company that provides pragmatic and forward-thinking advice to global leaders in business and technology. Forrester works with professionals in 19 key roles at major companies providing proprietary research, customer insight, consulting, events, and peer-to-peer executive programs. For more than 28 years, Forrester has been making IT, marketing, and technology industry leaders successful every day. For more information, visit www.forrester.com.

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