

Current Analysis Analyst Profile

Bradley Shimmin

Principal Analyst, Collaboration and Conferencing

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Brad brings over 16 years of IT industry experience to his role as Principal Analyst, Collaboration and Conferencing at Current Analysis. In addition to being a writer and editor at well-known industry publications, Brad has also served as a technologist and business analyst, having implemented several enterprise software applications within large-scale deployments.

In his role at Current Analysis, Brad will analyze the rapidly expanding use of collaboration software and services as a means of driving business agility and controlling corporate travel and infrastructure costs. Brad will track desktop-bound solutions geared toward building employee productivity as well as network-based solutions designed to facilitate external relationships such as joint ventures, alliances or outsourcing projects. And he will assess the rapidly converging consumer and corporate markets, tracking how two exchange technologies, business-models and best practices. Brad will also address multi-channel delivery mechanisms including SaaS, traditional on-site software and appliances.

Technologies of particular interest will include Web 2.0 technologies, Rich Internet Applications, Wikis, Presence, Forums, File Sharing, Blogs, Tagging, Instant Messaging, Folksonomies, Mashups, Mobile Applications, Portals, Social Networking, E-Mail, Knowledge Management, E-Forms, Team Collaboration, Unified Communications, Video Conferencing, Web Conferencing, Calendaring/Scheduling and Whiteboarding, Real-time Editing and Virtual Worlds.

Prior to joining Current Analysis, Brad served as a project manager and business analyst, managing the deployment of several infrastructure projects at CMP Technology, including a centralized, company-wide audience database capable of tracking reader profiles and behavior. He also implemented some innovative Blog and RSS-based content management solutions. Prior to this work Brad served in various editorial positions at Network Computing Magazine, BugNet (a division of KeyLabs), LAN Times Magazine, and Osborne McGraw-Hill, and is the author of several books on networking, e-mail, and operating systems.

Brad is recognized with many industry awards, including the Folio Magazine Award for editorial excellence, Computer Press Award for best online site, and several ASBPE awards for his work in the publishing industry. Brad graduated Magna Cum Laude with a B.A. in English from Utah State University, with minors in Archaeology, Philosophy, and German.

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