



International Data Group

Our mission

We help companies grow by putting technology insights into action. IDG engages tech buyers and suppliers through content, research, data, demand generation, and events.

Our ambition

We will: bring our mission to life and achieve sustainable growth; grow our reputation as a trusted intelligence provider; unlock new opportunities through collaboration; build an engaged culture and workforce.

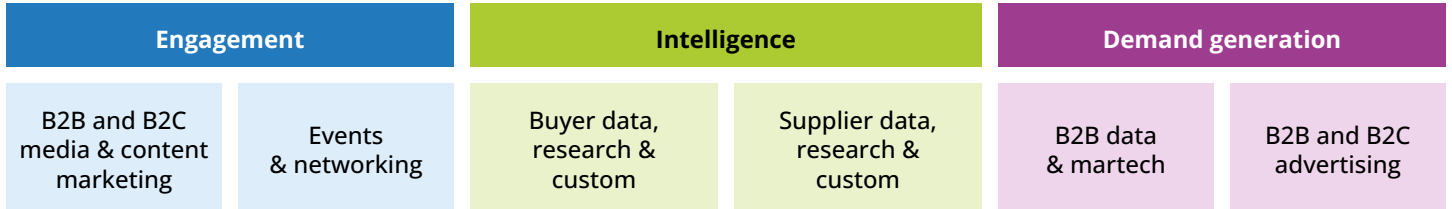
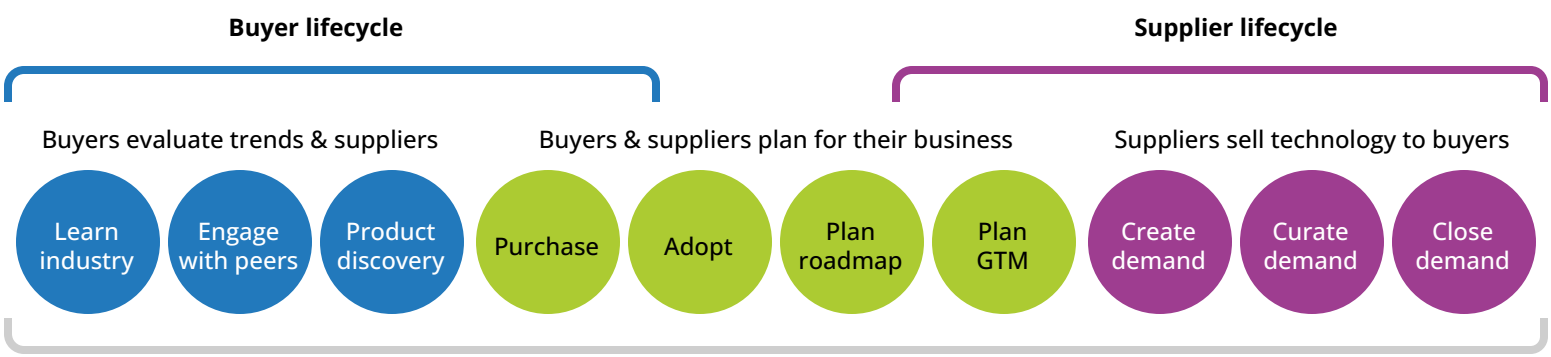
Our promise

IDG is the leader in buyer engagement, buyer & supplier intelligence, and supplier demand generation.

What drives us?

IDG is essential intelligence

The promise of IDG



Our differentiation

Brands & properties Analysts & editors Global reach Customer relationships

Behavioral data Market data Company data Product data Consumption trends Contact data

What we need to do

- Focus organization on path forward
- Implement modern corporate systems
- Align on clear corporate strategy & big bets
- Build out a product / tech / R&D function
- Evolve go-to-market to drive revenue
- IDC & Foundry collaboration
- Culture & people

Transformation is essential

Embedding a new culture of **collaboration + excellence** is foundational to IDG's long-term success

IDG's Strategic Priorities in 2024

Everything we work on will support these strategic pillars

<p>Growth</p> <p>Execute on product-level and operational initiatives to generate top line revenue growth at both IDC and Foundry</p> <p>Key initiatives</p> <ul style="list-style-type: none"> Buyer market expansion IT supplier expansion Foundry platform-enabled business transformation 	<p>Scale</p> <p>Deploy structure, technologies and business processes to make IDG more efficient, measurable, predictable and profitable</p> <p>Areas of focus</p> <ul style="list-style-type: none"> Generative AI Finance and operations Corporate systems Legal, privacy & compliance Go-to-market evolution 	<p>People</p> <p>Build processes around human capital management to ensure best in class talent strategy and company culture</p> <p>Areas of focus</p> <ul style="list-style-type: none"> Organization Talent, skills and capabilities Performance management Systems and operations Culture
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IDG intelligence shapes the way we live.