

# Technology and my Passion Blog

A couple of months ago, my long-time friend and former colleague at Gartner – [Vinnie Mirchandani](#) – asked me to contribute to his *Technology and my Passion* series on his blog.

This past weekend I finally put butt-in-chair and sat down to draft a piece on birding, photography and nature. I hope you enjoy the read!

<https://florence20.typepad.com/renaissance/2020/05/technology-and-my-passion-bill-mcnee-on-birding-photography-and-nature-.html?fbclid=IwAR1TDRoFYarbUXABHNfwB8b7BizaMrnAkvthEZWzYunzHDRMYAamFNqMrAc>

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## McNee Associates Is Officially Launched!

I am delighted to announce that McNee Associates officially launched earlier today – a new blog platform I will use to explore the key trends and

technologies that are driving business innovation, and related topics.



I've been tracking emerging and disruptive technologies that are transforming business and society for more than 30 years, starting in the mid-80s (when I worked in finance and strategic planning roles at CBS and HBO), through more than a dozen years at Gartner as a research analyst / executive, and more recently at Saugatuck Technology and ISG. At this point it's firmly rooted in my blood, and I look forward to the evolving journey!

Here's a link to my first blog post, entitled "[Workday Rising 2017: Signposts of an Evolving Strategy.](#)"

### **Mission and Operating Principles**

McNee Associate's mission is pretty simple – to provide a platform to help senior business and IT leaders think clearly and deeply about the future, so as to be better prepared to develop and execute winning technology-enabled business strategies.

The goal of the blog is to cut through the jargon and the buzzwords, delivering original insight and analysis around the key market shifts that are occurring, and the players who are making it happen. In my experience, consistently questioning commonly held assumptions is key to creating new awareness, which is fundamental to developing and honing winning strategies and tactics.

As has been my research philosophy for many years, the blog will include first-person research I'll conduct with early adopters – both summary insights as well as extended interviews – who often share important lessons learned and the key challenges to be overcome, as well as regular engagement with leading and emerging technology providers to stay abreast of changing market dynamics. I look forward to actively engaging with our network of seasoned business and IT leaders, as well as meeting all of the interesting entrepreneurs and industry leaders that are leveraging a range of disruptive technologies transforming business and society. Where appropriate the blog will leverage 3<sup>rd</sup> party surveys (when credible), and over time we may develop and publish our own forward-looking surveys as the blog evolves.

I'll be the primary author of this blog, although I may occasionally invite guest bloggers to join in the debate. Further, I want to welcome all of our readers to be a part of our journey, so please reach out with your thoughts and feedback, to help make the blog

better and more useful.

## **Key Areas of Focus**

Find below some of the key trends that I will be tracking and writing about (alpha order only):

- Advanced Analytics / Data Science
- Artificial Intelligence (AI)
- Business and Technology Architecture
- Business / IT Platforms
- Business Model Evolution
- CIO / CFO / CMO Spending
- Cloud Analytics / Planning / Budgeting
- Cloud ERP / Financials
- Cloud HCM
- Digital Strategy / Enablement / Transformation
- Digital Marketing / Digital Customer Engagement
- Driving Innovation / Innovation Management
- Emerging Technology Trends
- Future of Work
- Internet-of-Things (IoT)
- IT Economics
- Next-Gen Technology-Enabled Products / Services
- The New Finance

I very much look forward to the journey ahead, and encourage everyone who visits the website to [subscribe to the blog](#), and to join me in the coming weeks and months ahead as we explore the future of Business IT!

My plan is to publish a blog post roughly once a week, so I won't overwhelm your inbox!

Best,

Bill McNee  
Managing Principal