

# Biography

Martha Bennett

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Martha is responsible for the output and direction of Datamonitor's global financial services coverage, as well as Datamonitor's CIO Benchmark.

She works with executives to review their technology strategy and/or IT governance structures, and provides analysis and thought leadership on IT industry trends. With over 20 years' experience, Martha is an internationally recognised authority on technology developments, effective technology exploitation, and associated management issues. Apart from her analysis and published writing on a range of IT management-related matters, Martha does consulting work with major organisations in many countries on a variety of topics related to industry trends and technology strategy.