"There is so much opportunity for professional growth."

Elise Cocks is a Manager, IT Asset Management (ITAM) for Freddie Mac and has worked in ITAM for 11 years.

When we asked, what would you tell someone considering a role or career in ITAM, she replied... **"Take it!"**.

ITAM FORUM

What did you do, what career path were you on, before moving into IT Asset Management (ITAM)?

Administrative assistant and metrics reporting in IT.

How did you get started in ITAM? What brought you into ITAM?

The department I was in was being defunded, and there happened to be an entry-level position available in the ITAM department. So, it was luck!

What was your first role? What were your duties/responsibilities?

I was responsible for the desktop software catalog, desktop license management and the process to bring in approved desktop software.

Why do you think ITAM is a great career option?

There is SO much opportunity for professional growth. It's not difficult to be qualified for an entry-level position; supply chain, stocking and general IT knowledge are good fits to get a foot in the door.

What do you like the most about working in ITAM?

Once you're in ITAM, there are so many areas to explore for growth: hardware, software, license, audit, negotiation, contracting, process engineering, etc. You can find many interesting workstreams to call your own.

How has ITAM helped you from a rewarding career perspective?

I matured my personal and professional skills to grow myself from entry level to program and team management. It's been challenging, fun and exciting, and it keeps me coming back for more.

How has your ITAM experience/ knowledge helped you to grow and advance in your career?

In your maturity journey in the ITAM world, you will become proficient in IT infrastructure and IT Service Management. Some people will view ITAM as compliance or overhead, but when you're able to relate ITAM compliance issues to improving IT infrastructure, cost or service management processes, you will become invaluable to your peers.

What skills do you think are necessary to work in ITAM?

At the entry-level, attention to detail. At the senior level, industry best practice, process design and cross-functional process improvement as well as technical depth in your related workstream. At the manager level, maturity strategy in line with industry direction, people management, cross-functional team alignment.

Can you provide an example of how you, working in ITAM, have helped your employer to achieve an objective?

There was a time when we did not have a defined software asset management program that spanned both desktop and infrastructure. We developed a full program, including people, process and technology that ultimately created incredible cost and risk avoidance.

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