

# “There’s a great opportunity to have a significant impact on the business.”

[Kristy Stroud](#) is a Manager within the Business Consulting Services team at [Snow Software](#) and has worked in IT Asset Management for 25 years.

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

I started my career as a salesperson for a locally owned company selling hardware, software and networks.

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

I applied for a position at a company in my hometown because I wanted to be closer to home. They needed someone familiar with Windows/Unix systems as they had primarily been doing mainframe software.

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

I was part of the Software Acquisitions team, and we negotiated and managed software contracts for desktop up through mainframe computers.

**Why do you think ITAM is a great career option?**

There are challenges and puzzles to work through every day, so it keeps you engaged and there is a great opportunity to have a significant impact on the business.

**What do you like the most about working in ITAM?**

Every day is different, but every day is the same. All companies have the same general issues with software compliance, but there are always enough differences to make it exciting.

**How has ITAM helped you from a rewarding career perspective?**

I’m a small-town girl from Arkansas, U.S.A. Through my career, I’ve travelled the world, worked with some of the largest companies, sat in meetings with all levels of executives and made recommendations that have significantly impacted businesses.

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

I started out at a local organization, and through the implementation of the ITAM program, I made a lot of contacts that helped me move on to bigger opportunities. The ITAM industry is a close-knit community of practitioners, and there is a huge opportunity to network as everyone always seems willing to help each other.

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

An ITAM practitioner wears many hats during the day so you must always be willing to jump in and do what is necessary to get the information that’s needed.

You need to have good communication skills and to be flexible. ITAM can sometimes be seen as a nuisance or a stop gate to others trying to complete their jobs so it’s important to have good communication skills to convey the importance of what you’re trying to accomplish but also be flexible in understanding that others also have a job to complete.

You need to be a creative thinker. ITAM is often a grey area so you have to be able to think out of the box and find creative solutions to situations.

You also need to be able to multi-task and prioritize requests.

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

I have worked with many companies to implement tools and programs. I have seen many programs succeed in saving millions of dollars for the company.

**What would you tell someone considering a role or career in ITAM?**

Decide if you want to focus on hardware or software. After picking your path, remember to still learn about the other. If you go with software, learn all you can about the major publishers such as Microsoft, Oracle, IBM, and Adobe. Having this knowledge and training from reputable organizations will significantly help.

**What do you wish you’d know when you starting out in ITAM?**

For me personally, I’ve never managed a Microsoft contract, so I do not have extensive knowledge in that area. Microsoft is the elephant in almost every room. I wish I had gained that experience and knowledge earlier in my career.

