

Profile: Omeir Yusuf

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How do you describe ITAM?

ITAM has a pulse on one of the largest set of investments a company will make – technology. From hardware that you can touch and feel within an organisation’s premise to increasingly complex cloud infrastructure to the software and applications that support the back end – having a pulse on all of these investments.

How did you get into ITAM? What were you doing before?

I started my career in technology, in consulting/sales. It was at the time that software licensing started to become more complex. It was almost a natural progression. I was helping customers demystify what they were buying, and that morphed into a licensing specialist role.

What do you like the most about working in ITAM?

No two days are the same, and no two hours are the same. I could start the day being buried in data and reporting and spreadsheets to then be called into a supplier negotiation meeting. Fast forward a few hours, I could be having a conversation with stakeholders in HR about a new onboarding platform they’re implementing. ITAM really flexes your brain throughout the day and in different business disciplines. That’s what I love about it the most.

How has ITAM helped you from a career/career progression perspective?

Because of the increasing complexity of technology, and the continuing expansion of IT within organisations, you get to work with a lot of people within your organisation that you probably wouldn’t. So, having access to stakeholders across the organisation elevates your profile, and that opens up numerous doors and helps you to make a name for yourself.

What skills do you think are necessary to be successful in ITAM?

Depending on the maturity of the organisation you work for, you may need some technical, software, and licensing expertise. But, if you’re starting in the field, the technical aspects of the job will come because it’s so fast evolving.

There are some foundational cornerstones to the role like communication skills, prioritizing, being able to look at the bigger picture, and, being able to align yourself with your organisation’s goals because that ties back to visibility.

What would you tell someone who’s considering a role in ITAM?

If you want to make a name for yourself as someone who can trailblaze and can uncover financial efficiencies and operational efficiencies, this is the place to be because ultimately, the outputs of ITAM increase efficiencies. If that’s something that interests you, this is the role for you. If you want to have a meaningful, direct impact, this is the place to be.

Why is ITAM a great career choice?

You have exposure to the broader organisation in a way that other functions

within IT may not. ITAM has come a long way from ‘bean counting’. You’re no longer down in the weeds all the time in reports and dashboards. You are truly enabling the organisation. You’re practically at every table. Even things like real estate. I never thought I would talk to facilities or real estate colleagues within my company, but they wouldn’t start a meeting without us. Everything is an asset and has a lifecycle.

Where do you think ITAM is going in the next 5 years?

I think it’s going to become more strategic. It’s going to evolve and grow into more of a governance role. So, that is going to shift.

Also, broadly speaking, as workloads continue to shift to the cloud, FinOps teams are starting to talk to ITAM in ways they haven’t before. So, ITAM will need to start understanding financial models and wear financial management hats. This is going to become important.

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