



Why IT Asset Management is a Great Career Choice

DIFFERENT | PROFESSIONAL GROWTH | CAREER DIRECTIONS | REWARDING
MULTI-TASK | CHANGING | ANALYTICS | CAREER OPTIONS | ENGAGE | CREA
IMPACT | COMMUNICATIONS | SPECIALITIES | DIFFERENCE | INTERESTING |
OPPORTUNITIES | PASSION | CAREER PATHS | BENEFITS | ENTHUSIASM | PR
SOLVING | CHALLENGING | DATA | RELATIONSHIP BUILDING | FLEXIBLE | C
SOLUTIONS | FUN | DIVERSE PROJECTS | SUPPORT | VALUE DRIVER | EXCITI
| DETAIL | PEOPLE | DIFFERENT | PROFESSIONAL GROWTH | CAREER DIRECT
REWARDING | STRATEGIC | MULTI-TASK | CHANGING | ANALYTICS | CAREER
ENGAGE | CREATIVE THINKER | IMPACT | COMMUNICATIONS | SPECIALITIES
INTERESTING | CRITICAL | OPPORTUNITIES | PASSION | CAREER PATHS | BE
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People who work in IT Asset Management (ITAM) speak about their role with passion and enthusiasm...consistently.

ITAM professionals often hold different job titles and work in different departments and teams with different reporting structures; however, they all share common objectives:

- To help their organisation understand what IT assets they have, how they are being used, how they are being leveraged (or not leveraged)
- To reduce their organisation's risks regarding software license compliance, security, disposal regulations, tax regulations, etc
- To help their organisation acquire, deploy and dispose of technology intelligently
- To help their organisation reduce costs and increase value from their technology investments
- To provide data to support decision making
- To facilitate the proactive management of contracts and vendors

The vast majority of ITAM professionals did not set out to work in ITAM. In fact, many knew very little about ITAM. But, somewhere along their career path, they found their way into ITAM (or fell into it as many say) and think they're lucky to have done so.

Surprisingly, you don't study ITAM at university or college...at least not yet. A quick review of the ITAM Forum's Board of Trustees' educational background highlights studies in business management, business information systems, computer science, economics and information technology.

Their early careers embraced areas such as audit management, consulting, system integrations and software licensing.

Today, they are Senior Directors, First Vice Presidents and even company Presidents.

ITAM may not be as 'sexy' as digital transformation or cyber security or other IT initiatives that tend to be at the top of every CIO's agenda, but ITAM has a foundational role to play in these areas and more.

Cyber security, for example, is dependent on basic ITAM information like knowing what you have, where you have it, and how it's configured. As the saying goes, you cannot manage what you don't know you have.

This is why ITAM is so incredibly important. At its most basic level, it provides transparency and visibility of an organisation's IT assets.

The valuable role ITAM plays throughout an organisation, its many touchpoints, its focus on technology and business, and the career opportunities and career directions it opens, makes it an exceptionally interesting and rewarding career option.

"No one sets off saying I want to make ITAM my career, but what you find is that people develop a passion for it simply through the nature of their roles, whether that's software, hardware, or software as a service."



[Richard Mandy](#); Director, IT Asset Management, FIS; ITAM Forum Trustee

"No one stands up in Kindergarten and says, 'I want to be a Software Asset Manager. It's not a typical 'cool career', but it is a cool career once you get into it and see all the different things you can do.'"



[Kristy Stroud](#); Lead Business Value Consultant, Snow Software; ITAM Forum Trustee

ITAM IS FOR YOU... if you're someone who likes to work with different people, in different roles and different departments

"If we get some really good data, the Procurement team can use it. FinOps and IT Operations can also use it, and the list goes on. ITAM holds a lot of asset intelligence the rest of the business needs. We're starting to be seen as the nucleus of information that makes the whole of IT operations work better and the business make better decisions."

[Matt Ward](#); ITAM Director, Softcat plc;
ITAM Forum Trustee



"Asset management may have a defined area or box, but it's not necessarily a straight forward box. You get to work with Legal. You get to work with Procurement. You get to work with different areas within the business. You truly can span every area of the business."

[Richard Mandy](#); Director, IT Asset Management, FIS;
ITAM Forum Trustee



"With ITAM, you have a necessity to engage with different people and functions within the organisation, and I think that's fairly unique to ITAM compared to some other IT disciplines."

[Sherry Irwin](#); President/Owner,
Technology Asset Management, Inc.; ITAM Forum Trustee



"If you're really technical and want to write code, ITAM probably isn't the space for you. If you want to look at legal contracts all day, this probably isn't the space for you. If you want to spend 100% of your time looking at the commercial side of transactions, this probably isn't the space for you. But if you want an area that gives you exposure to all these disciplines and lets you work with legal, procurement, IT, HR, and so forth, then ITAM is a great place to be."

[Ron Brill](#); President and. Chairman of the Board, Anglepoint;
Chair, ITAM Standards Committee;
Chair – Board of Trustees, ITAM Forum



ITAM IS FOR YOU... if you're someone who likes a different day every day

"No two days are the same, and no two hours are the same. I could start the day buried in data and reporting and spreadsheets and then be called into a supplier negotiation meeting. Fast forward a few hours and 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."



[Omeir Yusuf](#); Advisory Solution Consultant, ServiceNow;
ITAM Forum Trustee

"The most exciting aspects of doing an asset management role is that no two days are the same. What you put in, you will reap 10 fold. Every stone that you overturn within an enterprise, you will find a whole new investigative path, a whole new area for you to apply asset management principles and logic."



[Richard Mandy](#); Director, IT Asset Management, FIS;
ITAM Forum Trustee

"If you like to wear many hats, and like to have the ability to directly influence or support business outcomes, ITAM is a great career choice. It's ever changing, as fast as technology does and sometimes even more so."



[Bryant Caldwell](#); ITAM Forum Trustee

ITAM IS FOR YOU... if you're someone who wants different career options and paths

"ITAM is one of the few areas where you get a mix of technology and business. There aren't that many disciplines within IT itself that have the exposure to other areas of the business and the opportunity to influence these other areas. It can even take you into different career paths outside of IT that you may have not even thought of."

[Sherry Irwin](#); President/Owner,
Technology Asset Management, Inc.; ITAM Forum Trustee



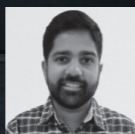
"ITAM is expanding. A few years ago, it was typical to see a Software Asset Manager, a Hardware Asset Manager, a Security Manager, etc. Now, I'm seeing all those roles blur together. Once you become relevant, you then widen the scope of the ITAM role."

[Matt Ward](#); ITAM Director, Softcat plc; ITAM Forum Trustee



"With workloads continuing to shift to the cloud, FinOps teams are starting to talk to ITAM in ways that they haven't before, and in some cases, these two teams are amalgamating. So, ITAM professionals will soon need to understand financial modeling and wear financial management and economics hats."

[Omeir Yusuf](#); Advisory Solution Consultant, ServiceNow;
ITAM Forum Trustee



"There are so many things you can do within ITAM. You can go in a hundred different directions. It really depends on the ITAM practitioner themselves. Where do they want to go? Where do they want to take ITAM?"

[Kristy Stroud](#); Lead Business Value Consultant, Snow Software;
ITAM Forum Trustee



ITAM IS FOR YOU... if you're someone who wants to positively contribute to your organisation's bottom line

"ITAM is transformational. It's about making a real difference to a business. I've helped a large car manufacturer make a £230 million pound saving over four years. I've made a difference."



[Matt Ward](#); ITAM Director, Softcat plc; ITAM Forum Trustee

"ITAM truly enables the organisation, and you can do that in many ways such as budgeting and finance or by working with various teams like HR and Infosec. You're practically at every table. Even things like real estate. I never thought I would talk to facilities or real estate folks within my company, but they wouldn't start a meeting without ITAM."



[Omeir Yusuf](#); Advisory Solution Consultant, ServiceNow;
ITAM Forum Trustee

"When I started in ITAM, my role was more functional than strategic, but I was still renegotiating contracts with software vendors and saving millions of dollars for my company. It was extremely fulfilling."



[Kristy Stroud](#); Lead Business Value Consultant, Snow Software;
ITAM Forum Trustee

"Through effective IT asset management, organisations can save double digit percentage on their annual software spend and that's a lot of money. There's really no other place in a company where you can make such a big impact in such a short amount of time."



[Ron Brill](#); President and. Chairman of the Board, Anglepoint;
Chair, ITAM Standards Committee; Chair – Board of Trustees,
ITAM Forum

ITAM IS FOR YOU...
if you're someone who loves data, analytics, problem solving and is a good relationship builder

“You work with a lot with data, so you need to be comfortable around large sets of data. You also need to be comfortable around contracts and legal language. You also need people skills as you work with multiple departments within an organisation. So, you'll need to build relationships, get yourself integrated into what other teams do, and be a good communicator.”

[Ron Brill](#); President and Chairman of the Board, Anglepoint; Chair, ITAM Standards Committee; Chair – Board of Trustees, ITAM Forum



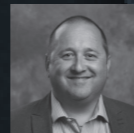
“I like to fix things and to find a fix that will fit properly within the organisation. Don't be scared to ask questions and challenge the status quo. Don't be precious. Be open and embrace other people's opinions and ideas because if you grasp their concepts, and you truly listen to what they're putting on the table, you will come up with something that will really deliver the value add you want.”



[Richard Mandy](#); Director, IT Asset Management, FIS; ITAM Forum Trustee

“I like helping customers resolve their problems and get value from their investments. I recently spoke with a customer who has a really modern problem that involves the wars and international trade embargos. I like helping people navigate and solve business problems so they can keep the lights on and keep their business running. I like helping people achieve difficult things. And, new problems come up all the time so that keeps it interesting.”

[Neil Frodsham](#); Global Director ITAM Services, SHI International Corp.; ITAM Forum Trustee



“You've got to be inquisitive. You've got to want to solve problems. You have to want to know how all the cogs fits together and work together and why. The biggest little question you can ask is 'why'. You also have to be creative and come up with alternative ways to do things. But, the number one thing for me is that you have to be inquisitive.”



[Kristy Stroud](#); Lead Business Value Consultant, Snow Software; ITAM Forum Trustee

“A good ITAM consultant becomes a management consultant. He or she is going in and advising how the business should be doing things better, and that's really exciting especially if it's a brand that's part of your life. I go to the supermarket and see brands that I've really helped.”



[Matt Ward](#); ITAM Director, Softcat plc; ITAM Forum Trustee



About the ITAM Forum

The ITAM Forum is a global trade body for the advancement of the IT Asset Management industry. We are a not-for-profit membership organisation, led by ITAM professionals for ITAM professionals. Our members are passionate about IT Asset Management and the business value it brings to companies regardless of size and industry.

The ITAM Forum has two primary objectives:

1. To elevate the position of ITAM by sharing knowledge and best practices that focus on business value and aid to grow the profession.
2. To create – and be a caretaker of – the new ISO 19770 standard certification program so organisations can demonstrate the quality of their ITAM practices.

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