ITAM FORUM

ITAM Forum Annual Report

U.K. Financial Year April 2023 – April 2024

Letter from our Chair

Dear Members,

During February 2024, we were thrilled to share exciting news about the ITAM Forum's acquisitions of the ITAM Review and LISA. These strategic acquisitions are a monumental step forward in our journey toward enhancing the resources and support we provide to our community.

The ITAM Review has long been a cornerstone in our industry, known for its in-depth analysis, up-to-date news, and expert opinion pieces. Additionally, LISA's comprehensive training programs and certification courses are the gold standard for current ITAM and licensing education.

By bringing the ITAM Review and LISA into our fold, we gain a repository of knowledge and an established platform that will greatly benefit our members. This integration ensures that our community has direct access to leading practices, trends, and the expertise needed to drive the ITAM profession forward, empowering you with the skills and credentials needed to excel in ITAM.

These acquisitions are a clear indicator of our dedication to the growth and professionalisation of IT Asset Management. By combining forces, we not only enhance our ability to serve our members but also strengthen the ITAM community's global influence and standards.

We are setting the stage for a new era where the ITAM Forum provides cutting-edge resources that directly contribute to the success of our members and the broader industry.

Thank you for your continued support and enthusiasm. Together, we will continue to elevate the ITAM profession.

Warm regards,

Ron Brill
Chair of the Board of Trustees, ITAM Forum

"We are setting the stage for a new era where the ITAM Forum provides cutting-edge resources that directly contribute to the success of our members and the broader industry."

Vision, Mission, Guiding Principles and Values

Vision:
All organisations investing in technology have an appropriate ITAM capability delivering business value.

Mission:
To promote the business practice of IT Asset Management.

Guiding principles:

- **Not for profit:** We are independent and impartial, serving the best interests of the whole ITAM industry.
- **End-user led:** We are governed by a Trustee Board to ensure we are realistic, relevant and deliver value to end-user practitioners.
- **Collaborative:** We are constructive and collaborative, bringing all ITAM industry stakeholders together to push the industry forward.

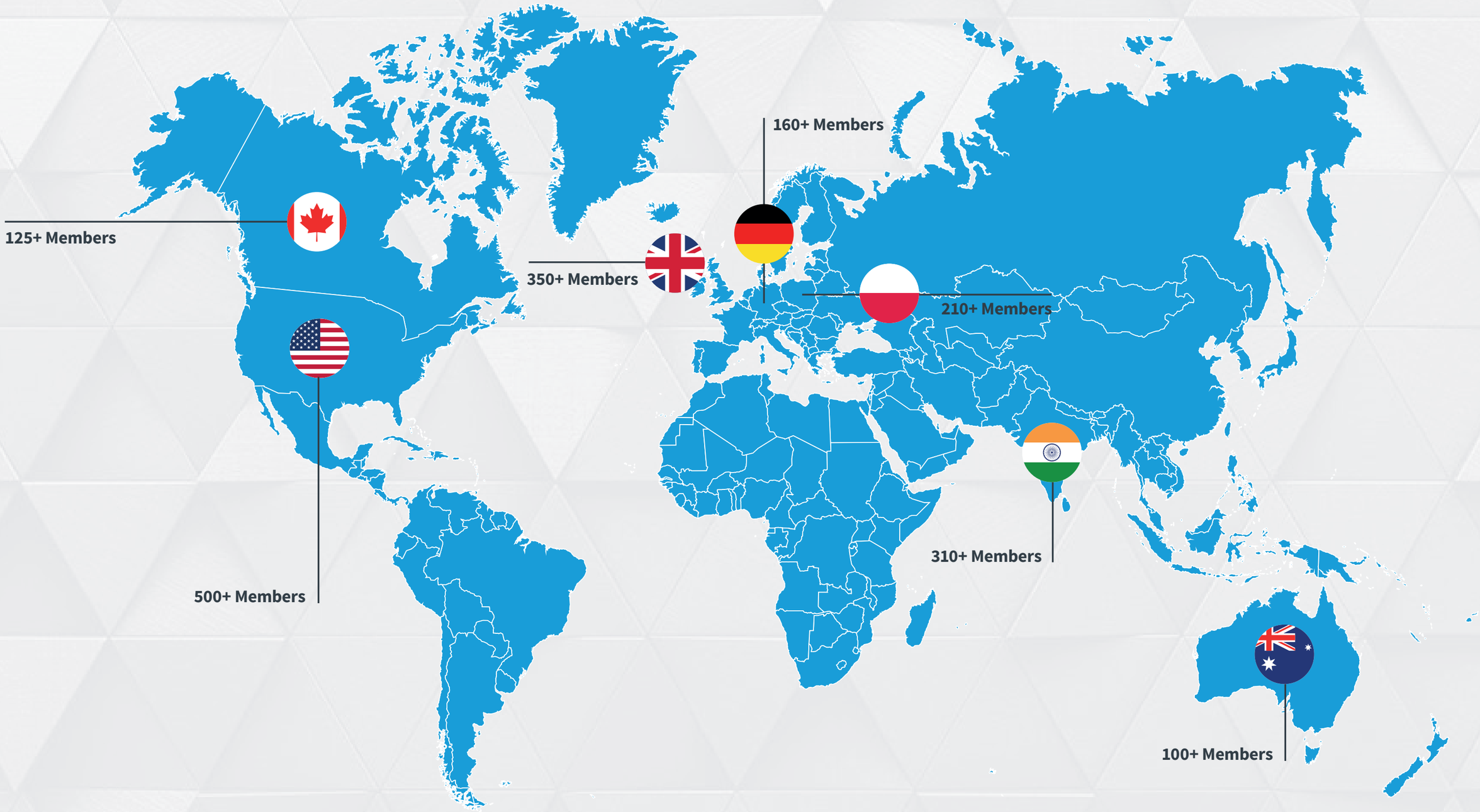
Values:

- **ITAM Champions:** We know the business value ITAM brings, and we want to inspire others so they too can benefit.
- **Community:** We are an inclusive and welcoming global community of passionate ITAM professionals.
- **Bold:** We always speak the truth to our industry so we can help it improve and be the best it can be.
- **Catalyst:** We push ITAM forward so it's better understood, respected, trusted, valued, and turned to for guidance.
- **Independent:** We are the only ITAM organisation led by end users. We're a not-for-profit with a volunteer Board of Trustees.

Our Community

Our membership grew **50%** during the last financial year.

Our members come from **76 different countries** – an **80%** increase from the previous financial year – and from as far and wide as Australia, Brazil, Canada, Singapore and South Africa.



Key Events of 2023/24

JUNE 2023

6 people gained ISO 19770-1 Practitioner Certification

AUGUST 2023

Germany Chapter relaunch

SEPTEMBER 2023

ITAM Forum Ambassadors appointed

Launch of France Chapter

New Playbook: How to implement an ISO 19770-1 Management System

OCTOBER 2023

New Trustees Appointed (Matt Ward, Omeir Yusuf, Ben van den Bosch, Trent Allgood, Richard Mandy, Paul Cooper)

Launch of AI + ITAM SIG

India Chapter relaunch

NOVEMBER 2023

Launch of Women in ITAM SIG (3 regional sub chapters: APAC, EMEA, NA)

Dutch Chapter relaunch

DECEMBER 2023

Dutch Police achieve ISO/IEC 19770-1 certification

JANUARY 2024

New Trustee Chair and Vice Chair Appointed (Ron Brill, Salome Keet)

FEBRUARY 2024

ITAM Forum Leadership Summit (Florida, USA)

MARCH 2024

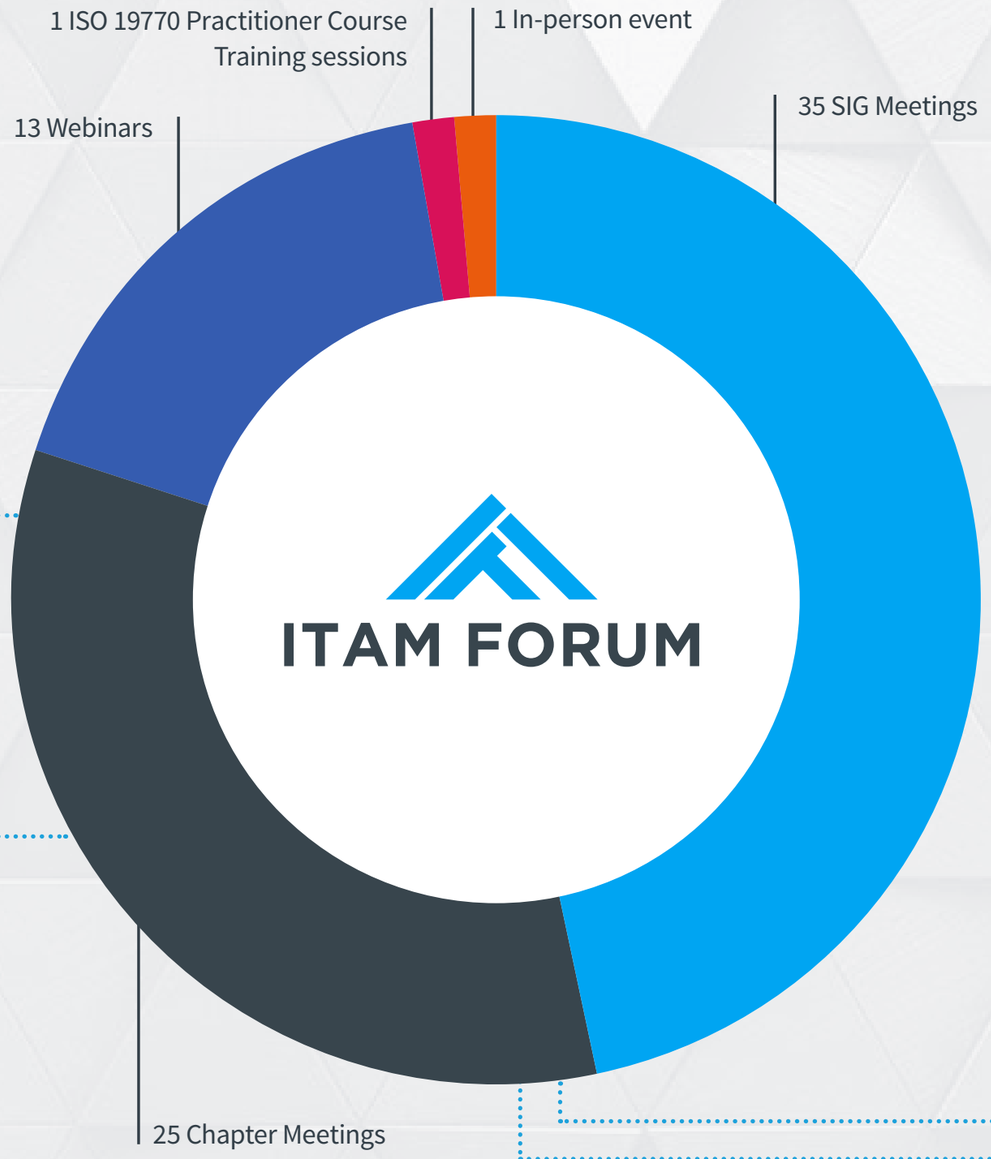
Anglepoint achieves ISO/IEC 19770-1 certification

ITAM Forum acquires the ITAM Review and LISA

Community Events

Türkiye Chapter

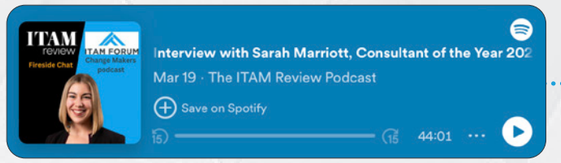
UK Chapter



Australia Chapter

Poland Chapter

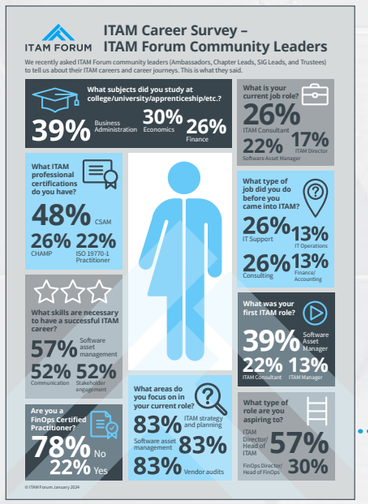
Member Resources

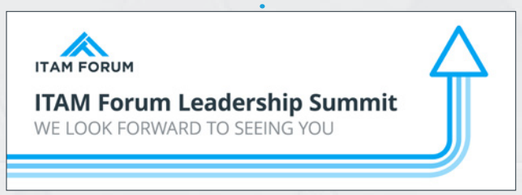


ITAM FORUM

Profile: Kristy Stroud

"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."





Videos

Blogs

Podcasts

ITAM Career Profiles

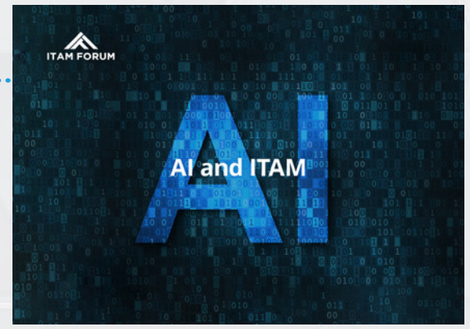
On-demand webinars

Infographics

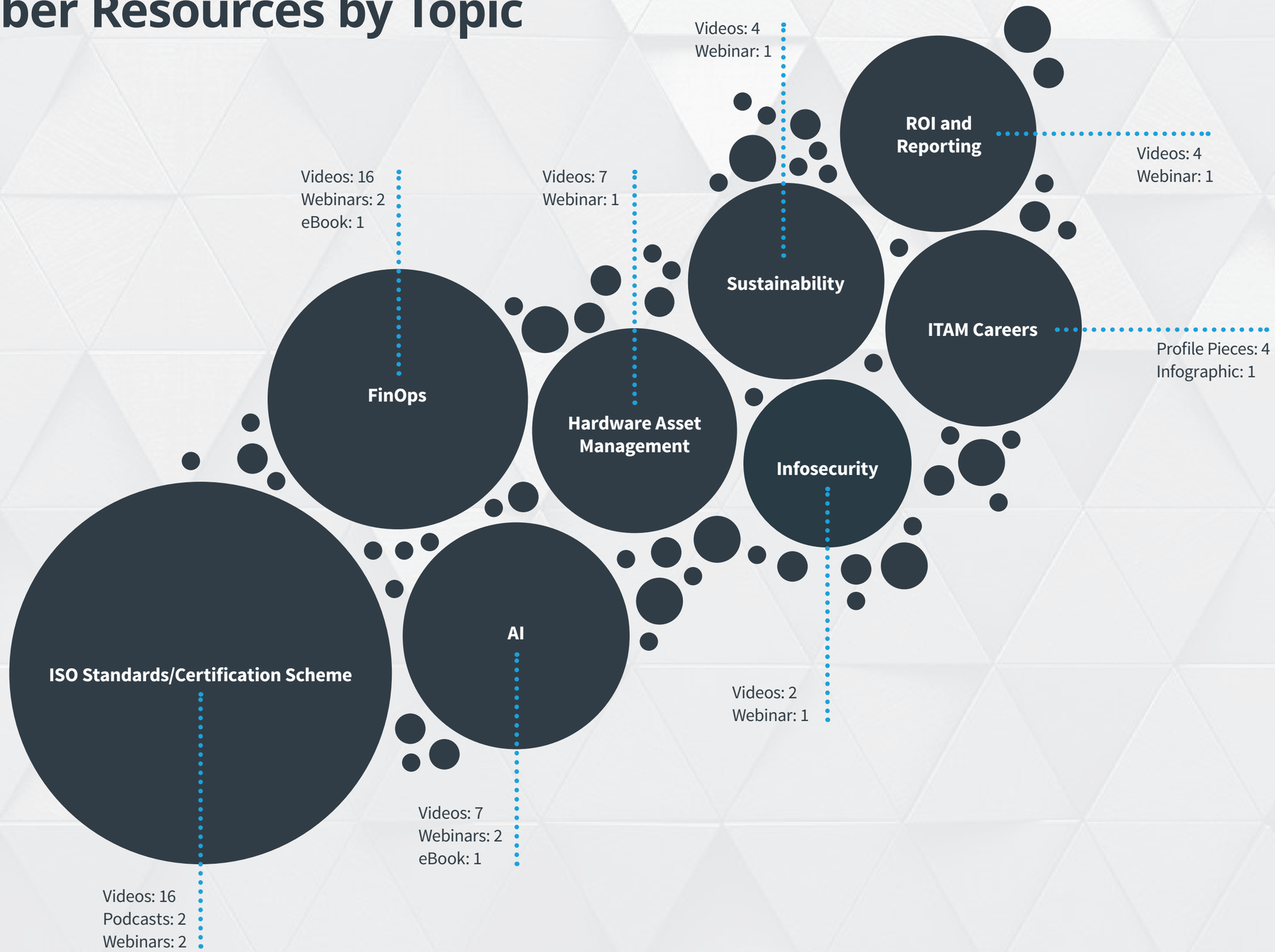
Membership Magazine

eBooks

In-person events



Member Resources by Topic



Our Board of Trustees

To ensure the ITAM Forum is relevant, it is overseen by a trustee board of ITAM professionals and representatives from other, related industries. These individuals perform a governance role and help to push ITAM forward.

ITAM FORUM
Trustee

End-user Trustees

Bryant Caldwell
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Jaroslaw Richert
LinkedIn

Paul Cooper
LinkedIn

Richard Mandy
LinkedIn

Rachel Ryan
LinkedIn

Industry Trustees

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LinkedIn

Neil Frodsham
LinkedIn

Sherry Irwin
LinkedIn

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LinkedIn

Matt Ward
LinkedIn

Ron Brill (CHAIR)
LinkedIn

Brooks Hoffman
LinkedIn

Kristy Stroud
LinkedIn

Ben van den Bosch
LinkedIn

Omeir Yusuf
LinkedIn

Our Community Leaders

Country Chapter Leads

Australia (x2)
- Chapter Lead (Sydney branch): Narelle Matheson
- Chapter Co-lead (Sydney branch): Michael Rainer
- Chapter Lead (Melbourne branch): Alan J. Benger

Canada
- Chapter Lead: Sherry Irwin
- Chapter Co-lead: Clare Calder

France
- Leads:

Germany
- Chapter Lead: Patrick Milas, Benjamin Pläge
- Chapter Co-leads: Michael Bohlen, Jan Hachenberger

India
- Chapter Lead: Venkat Krishnan
- Chapter Co-lead: Nakul Wadhwa, Premnadh Karekath

Poland
- Chapter Lead: Marcin Grzywacz
- Chapter Co-lead: Bartosz Rychiewski

Spanish speaking (world wide)
- Chapter Lead: Pedro Cuadros
- Chapter Co-lead: Zesergio Mendoza

The Netherlands
- Chapter Lead: Jan van Kalkeren
- Chapter Co-lead: Matthias van Beeren

Türkiye
- Chapter Lead: Kerim Yüksel
- Chapter Co-lead: Abdullah Tutğaç

USA:
- Chapter Lead: Ruxton Schuh

SIG Leads

AI + ITAM
- Lead: Martin Thompson

Certification Course Alumni
- Lead: Martin Thompson

Optimisation
- Lead: Julian Ellis

Sustainability
- Lead: Venkat Krishnan

Women in ITAM (APAC, EMEA, NA)

Leads APAC:
- Rica Weller
- Catherine Zhang
- Miriam Redding

Leads Europe:
- Rebeca Horton
- Julia Veall

Leads North America:
- Dale Van Looyen
- Kristy Stroud

Ambassadors

Sustainability

Brooks Hoffman
LinkedIn

Venkat Krishnan
LinkedIn

ITAM Fundamentals

Marisha Khare
LinkedIn

Johan West
LinkedIn

Infosecurity

Ashley Scammell
LinkedIn

Mustafa Çelen
LinkedIn

FinOps

Catherine Zhang
LinkedIn

Sergio Molina
LinkedIn

ITAM Power Skills

Mátyás Jula
LinkedIn

James Burson
LinkedIn

ITAM FORUM
Ambassador

Our Patrons

We're thankful to be supported by a range of Patrons who share our mission to promote and grow the business practice of IT asset management. Our Certification Patrons are best qualified to help organisations achieve ISO/IEC 19770-1 certification. They have first-hand knowledge of, and experience with, the certification process.

Our Patrons

Our Certification Patrons

LISA FROM ITAM FORUM

ITAM REVIEW FROM ITAM FORUM

MARKETPLACE FROM ITAM FORUM

WISDOM FROM ITAM FORUM

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