Nicholas G Carr

Authority on technology, business and culture


Carr has served as a commentator on CNBC, CNN, and other networks and has been a featured speaker worldwide at industry, educational, and government forums. In Spring 2008 CIO Insight named Carr's Does IT Matter? one of the all-time "Top 15 Most Groundbreaking Management Books" and Ziff Davis included him as one of only a handful of IT management thought leaders on their "100 Most Influential People in IT" list. In 2007 eWeek named him one of the 100 most influential people in IT and in 2005, Optimize magazine named Carr one of the leading thinkers on information technology. Earlier in his career, Carr was a principal at Mercer Management Consulting. He holds a B.A. from Dartmouth College and an M.A., in English literature, from Harvard University.
Nicholas Carr talks about ...

**Does IT Matter?**

Much has been written about information technology's broad impact on industries and processes, but what about its effect on the competitive advantages of individual companies? In this presentation, Nicholas draws on his book *Does IT Matter?* and his *Harvard Business Review* article "IT Doesn't Matter" to examine the strategic role of IT and provide a set of new imperatives for IT management. An informative and stimulating presentation that challenges the assumptions and stirs the thinking of business executives and technologists alike.

**The New World of IT Management**

As more and more computer and communications products and services become commodities, market power is shifting from IT vendors to IT users. In this presentation, Nicholas shows how smart companies are "capitalizing on commoditization" to dramatically reduce their IT expenditures - while actually strengthening their capabilities.