



IDC Australia and New Zealand Appoints Tehmasp Parekh as Managing Director

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SYDNEY, October 2nd, 2019 – IDC has appointed Tehmasp Parekh as its Managing Director for Australia and New Zealand effective immediately. Tehmasp is an IDC veteran, having started his career with the firm in Hong Kong in 1996, and was most recently Chief Operating Officer and Chief Financial Officer for IDC Asia/Pacific. With over twenty-five years working with multi-national customers, he has a proven track record of achieving strategic and financial objectives. He has a thorough understanding of internal operations and customer needs, and extensive networking and institutional knowledge.

“I am very pleased to have been offered the opportunity to develop and grow our business in Australia and New Zealand,” he said. “I see my role as building on the trust and confidence that IDC has established with its customers worldwide and to support our local business partners as they deal with the rapid changes in technology, disruption to their client base, evolving business objectives and to advise on new market opportunities and partnership strategies. With local teams on the ground working closely with IDC Asia/Pacific and Global domain experts, we aim to share the latest technology trends with our customers in Australia and New Zealand”.

He will report directly to IDC Asia/Pacific’s Managing Director, [Eva Au](#), who said of the appointment, “Tehmasp will lead IDC’s unrivaled global coverage with regional and local presence, knowledge, expertise and support in Australia and New Zealand. His appointment reflects our continued commitment and investment in the A/NZ region, as we help our customers navigate business and technology challenges with insightful analysis, go to market services, industry insights and benchmarking tools.

At the same time, Louise Francis, Research Director for A/NZ will also take on the expanded role of Country Manager, IDC New Zealand, reporting into Tehmasp. The appointment highlights IDC’s commitment to a locally focused approach for New Zealand. Louise will be entrusted to grow local insights to help New Zealand enterprises make informed decisions.

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About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](https://twitter.com/IDC).

About IDC Australia/New Zealand (A/NZ)

With offices in Sydney and Auckland, IDC A/NZ has a strong team of local technology and industry analysts, as well as consulting talent, complementing IDC's Asia Pacific and international research expertise. IDC underpins its unrivaled global coverage with knowledge, expertise and support, delivering insightful analysis and credible forecasts to help customers deliver sound business strategies. IDC's multinational, multilingual and multicultural teams bring a deep understanding of industry and issues that affect the IT markets.

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IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

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