

## FORRESTER LEADERSHIP BOARDS

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## Analyst Relations Council - Member Spotlight Alyssa Gilmore



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to working together when presented with an opportunity they think is really exciting.'*

Alyssa Gilmore. SunGard

### Tell us about your professional background.

Currently Director of Analyst Relations for SunGard's Financial Systems business. I've spent the last 15 years driving strategic marketing, product marketing and communications initiatives at 2 of the world's leading financial technology companies. Analyst Relations has been my exclusive focus since July 2008.

### What are your AR program's goals?

Our program is designed to foster influencer partnership via mutually beneficial relationships with analysts around the globe and across the full spectrum of financial services and financial technology. Our priorities are optimizing analyst interaction with SunGard's community and access to our intelligence, clearly and effectively communicating our product initiatives and company strategy, and leveraging the expertise of our industry analysts to help us define, execute and promote that strategy.

### What's the one thing you wish analysts understood about AR?

Analysts could benefit from leveraging AR contacts to get better exposure to our customers and executives; I often mention opportunities to analysts that they're surprised to learn I can offer.

### Similarly, what's the one thing you wish more AR pros understood about analysts?

I can't speak for other AR pros, but I wish I'd understood sooner how willing analysts are to help negotiate away any obstacles to working together when presented with an opportunity they think is really exciting.

### How do you think an analyst would describe you? Your AR program?

They love that we're active in social media and hold a great analyst day event each year. I've also had feedback that in the past year we've made working with SunGard easier, faster and more effective for more analysts than ever before.

### What is your favorite AR success story?

When one of our business lines was preparing to go to market with a groundbreaking solution, we suggested a series of strategy validation meetings with the four most influential analysts in that sector. Although the solutions team was initially wary, they gleaned a tremendous amount of additional knowledge and received confirmation of their approach from these sessions. As a result, not only did we confidently move forward with an enhanced G-T-M strategy, the business line president became an outspoken advocate of analyst relations.

### What would you be doing if you didn't work in AR?

I'd either be leading strategic marketing for a financial technology company... or designing women's ready-to-wear and writing children's books.