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Marcus Collins

Senior Analyst
Burton Group



Marcus Collins is a senior analyst for Burton Group Data Management Strategies. He covers enterprise architecture; data architecture; data and information integration; database management systems and database technologies; semantic web. In addition to providing technical focus, Marcus will look at data management through the lens of international business having recently completed an MBA in the EU. Prior to joining Burton Group, Marcus was an enterprise architect with Novartis, the pharmaceutical organization, where his focus was on data integration in a research environment. Prior to this Marcus held a number of senior technologist and architecture roles for consulting organizations both in the US and internationally. With over 25 years of experience in data and information management, Marcus has worked in industry verticals as diverse as oil exploration and production; utilities; retail and logistics; scientific computing; life science and pharmaceuticals. Marcus is a respected speaker and writer and has presented at data management and technology conferences.