



Bettina TRATZ-RYAN

Vice President Research, Gartner

Bettina Tratz-Ryan is a Vice President Research and responsible for intelligent urban ecosystem research that includes smart city and industry stakeholders, as well as the digitization efforts in the manufacturing ecosystems and Industrie 4.0 transformation roadmaps. As part of her smart city research, she analyzes the strategic citizen impact and business value of data and information analytics, Internet of Things, data marketplaces and exchanges, applications and complex architectures for cities and their industry partners. Her expertise integrates technology models with services and business measures for subsystems such as transportation, mobility, microgrid and buildings. She also works on the business impact related to the Industrie 4.0 framework. Mrs. Tratz-Ryan understands to build green IT and environmental sustainability roadmaps compliant to DIN EN ISO 14001. Mrs. Tratz-Ryan has more than 26 years of industry experience in IT networking for telecommunications, utilities, transportation, healthcare and local governments.