



Godfrey Chua, Principal Analyst, Machina Research

Godfrey brings over 15 years of experience as an analyst, strategist, business developer, and marketer. He has worked extensively with network vendors, service providers, financial institutions, government agencies and solution developers in the communications and IoT space. Currently, Godfrey is a US based Principal Analyst at Machina Research supporting the North America and Asia operations. His research examines the key aspects defining a successful strategy in M2M. He also pays particular attention to emerging business models and the ecosystems evolving in the Industrial Internet and Consumer IoT segments.

Prior to joining Machina Research, Godfrey managed and helped launch the M2M and the Internet of Things program at Infonetics Research. Previous to this, Godfrey was a member of the Advanced Technologies team at Juniper Networks where he was a business development, marketing, and strategy specialist. He focused on mobile solutions, M2M, and next-generation mobile core technologies go-to-market efforts, including performing market analysis for M2M and next-gen mobile business models.

Other prior roles included lead global analyst for IDC's wireless and mobile infrastructure program. He was also the founding analyst for Emerging Energy Research (acquired by IHS in 2010) and was one of the first industry analysts to cover the wind power industry. Godfrey also led the Economist Intelligence Unit's (via its previous ownership of Pyramid Research) telecommunications research and operations in Asia. He began his career examining automotive supply chain strategies as a research associate for the Center for Regional Economic Issues at Case Western Reserve University. Outside his telecoms and technology industry endeavors, Godfrey was also a food writer for the Boston Event Guide magazine.

An industry thought leader, Godfrey has appeared on National Public Radio, CNN Asia, and the Business News Network, and is regularly quoted in the press, including The Wall Street Journal, Boston Globe, Bloomberg Businessweek, and Network World. He is also a frequent speaker and moderator at industry conferences and events. Godfrey is fluent in English and Tagalog.

