



Ben Strickland, RAY ALLEN's Senior Director of Product Mgmt, won the **ITAM Review's "Professional of the Year" Excellence Award** for 2021. Ben has received this award for all of his contributions to the ITAM industry, including:

1. Leading the design, development, and business case for a next-generation ITAM system architectural design, already deployed in one of the largest telecommunications providers in the world.
2. Being the primary author, visionary, and content writer for ISO 19770-6. Ben will also be a key contributor to the creation of 19770-7.
3. Being instrumental in the maturing of ITAM in the IT infrastructure market from various fronts: designing new architectures and systems to manage hybrid IT and the convergence of physical and virtual assets for license vendors/manufacturers; authoring standards; and working on maturing buying models as the industry transforms.

See the [announcement from the ITAM Review](#).

Check out [our LinkedIn post](#).

[Contact our experts](#) to learn more about what RAY ALLEN can do for you.