



## Michael Jones

CHIEF DIGITAL DISRUPTOR  
BUYER PERSONA

### About Michael

- Representation of ideal customer
- Based on research, data, and targeting
- Demographics, behaviors, motivations, and goals
- Usually male, 30+

### Key Competencies

40% are C-level

46% have been hired externally

60% have been hired since 2015

### Job Keywords

- Digital
- Solutions
- Transformation
- Disruption
- Innovation
- Change
- Visionary
- Strategy
- Data
- UX

## EXPERIENCE



### Chief Digital Disruptor

60% Hired Since 2015

- Brought into or promoted up through the company to create change within the organization
- Seeks to open new market opportunities for the business
- Motivated to disrupt, change, and grow their organizations

## EDUCATION



Only 32% of CDOs have technical backgrounds.

## INDUSTRIES



### Insurance

35% Hired Since 2015

Organizations like Liberty Mutual are creating digital services and new applications utilizing their data.



### Banking

27% Hired Since 2015

The FinTech market is booming with new data services and security needs.



### Retail

27% Hired Since 2015

We all know what's happening to retail and manufacturing companies who haven't kept up with digital trends.

## CONTACT



### Social Media

- Likely to engage with influencers and thought leadership content
- Less likely to engage with traditional online ads



### Education and News

- Content placement in trusted outlets
- Underwriting industry reports
- BrightTALK webinars



### Conferences and Memberships

Even if we can't afford to always have a physical presence, we can have a *digital presence* through targeted content, social media engagement, and strategically placed digital ads