



Jason James

IT MANAGER
BUYER PERSONA

About Jason

- Representation of ideal customer
- Based on research, data, and targeting
- Demographics, behaviors, motivations, and goals
- Usually male, 40+

Skills

- Cost Savings
- Time Savings
- Increased Efficiency
- Lowering Risk
- Improved Maintenance

Job Keywords

- IT
- Manager
- Lead
- Head

EXPERIENCE

- Most are promoted up from within the IT department
- Most have 10+ years of management experience

EDUCATION

69% report that they are **self-taught**.

- Blend of college and certifications

CHALLENGES

34% report that **unrealistic expectations** are their biggest challenge.

- Meeting Overall Business/IT Goals
- Operational Complexity
- Decreasing Budgets
- Risk Assessment
- Access to Talent
- Technical Debt
- Inefficient Processes/Workflows
- Poor to No Documentation
- Software and Database Maintenance

CONTACT

56% report visiting **informational sites and forums** like StackOverflow at least once per day.

- Likely to engage with trusted and traditional news and technology sites