"Steve" Director of Marketing

Steve represents the average **tech-involved** line of business influencer

Meet Steve

41 years of age

Married with 2 kids

Working at a large company for 8+ years

Median income of $195,000

Top Emotional Drivers

"At this stage in my career, I am driven by more than just salary and lifestyle – I get great satisfaction from completing projects and goals. After all, I am leaving a lasting legacy of accomplishment for others to follow."

- **Innovative and collaborative**
- **Driven by challenges**
- **Customer-centric**

"Accomplishment and acknowledgment are fundamental to the fun of work. I am consistently tapped when the firm needs some kind of transformation or big change."

"Satisfying the needs of my customers drives me – they want someone who speaks with authority on technology-related subjects. Ultimately, technology-content is essential to staying relevant, serving my customers, and achieving my goals."

For more information on this research, visit:
IDG.com/LOBpersona

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Strong Partnership between LOB and IT

69% of LOB view IT as a source for solutions

57% of LOB view IT as a strategic partner

Involved in IT Purchase Decisions

Directly influences **38%** of the average **$191M IT budget**

38%	32%	30%

- **Direct Influence**
- **Indirect Influence**
- **No Influence**

"I play a consistent role throughout the IT purchase process, and have a high degree of influence in purchase approval."

An Average Work Day

"Work is integrated throughout my day, so I need content that fits my lifestyle and provides good 'value for time'."

PROFESSIONAL: Moments Driven by Specific Needs for Work

Information should be:
- Relevant to their needs
- Informative
- Technology-specific rather than industry-focused
- Evidence-based
- From a trusted source

Preferred content types: in-depth analysis or white papers

PERSONAL: Content for the "Spare" Moments During the Work Day

Information should be:
- Bite-sized "snackable" information that can be consumed on demand
- An unexpected diversion that's more of a narrative than facts

Preferred content types: multi-media formats (videos, podcast and infographics)

Top 3 Sources of Content for Buying Enterprise IT Products/Services

61% RESEARCH

57% REVIEWS

50% TECHNICAL MANUALS

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Source: 2016 Influencing the Influencer: Understanding the Tech-Involved Line of Business Decision-Maker