

The Gamer IT Leader

Today’s IT buyers are gamers—and they play a lot more than you think.

Review of research findings from a landmark study of 600 IT decision-makers (ITDMs) across the US (n=200), UK (n=200), and Australia (n=200).



High-Powered Decision-Makers Who Play Daily

95% of participants personally control tech budgets

61% of ITDMs who game have been gaming for more than 10 years

83% of ITDMs who game do so every day



Gaming as a Proving Ground for Job Skills

99% of ITDM Gamers feel gaming directly relates to core skills they rely on at work

Top Skills That Overlap

- 01 Strategic Thinking
- 02 Complex Problem Solving
- 03 Collaborating Toward a Common Goal



What they Play: Precision, Strategy, and Immersive

Top genres reflect affinity for complex systems, rapid tactical execution, and strategic planning:

Arena First-Person Shooters



(Counter-Strike, Call of Duty, Overwatch)

Open World RPGs



(The Witcher 3, Red Dead Redemption 2, Zelda)

Strategy Games



(StarCraft II, Civilization VI)



The Gaming "Halo Effect": Building Enterprise Trust

98% agree that brands succeeding in gaming better understand performance and user experience

97% are more likely to trust enterprise tech brands that also offer strong consumer or gaming products

91% expect workplace tech to become increasingly influenced by gaming tech standards over the next three years



Gamers Wanted: A Big Win on the Resume

82% are more likely to consider a job candidate who lists gaming as a skill on their resume

1% view gaming negatively

