

# *Mi-Corporation*

## Buyer Personas



GOVERNMENT



# Program Manager

## Linda Program Manager

Age: 37-42

Salary: \$120,000

### Content

- ✓ Third party research
- ✓ Market research
- ✓ Info graphics
- ✓ Conferences

### Business Priorities

Responsible for effective cost, schedule & quality performance management of all reporting personnel across a variety of task areas.

Spends \$25k-\$50k without going through procurement or bidding (sole source rare, requires VP signature).

Manages all prime and subcontractor relationships, quality of deliverables and performance in compliance with contractual requirements, and client satisfaction.

Responsible for a successful rollout of the new program across all verticals.

### Hot Buttons

- Exceeding project budget
- Getting behind schedule
- Not enough support from 3<sup>rd</sup> party vendors

### Influencers

IT, Agency Director, 3<sup>rd</sup> Party Vendors, Employees, Procurement, Director of Construction Quality

### Nirvana

- Project completed on time and under budget
- Staff is fully trained on software/program
- All regulatory issues handled in a timely fashion
- Responsive 3<sup>rd</sup> party staff, with no delay on deliverables
- On track with all projects meaning can go home and eat dinner with family



# Procurement Manager

## **Paula** **Procurement Manager**

Age: 40

Salary: \$80,000

### **Content**

- ✓ Internal research
- ✓ Market research
- ✓ Digital content

### **Business Priorities**

Responsible for managing the relationships between department heads and associated suppliers.

Responsible for leading competitive bidding, Statement of Work development, master terms and conditions and contract processes in support of key departmental initiatives.

Has the objective of maximizing year over year cost savings and ensuring suppliers meet delivery, quality and service level goals.

### **Hot Buttons**

- Budgets not defined by upper management
- Unclear purchasing guidelines
- Departmental heads that try to circumvent the current purchasing standards set in place

### **Influencers**

Department Heads, Procurement Employees, CIO/CTO, COO, CFO, 3<sup>rd</sup> Party Vendors

### **Nirvana**

- Well-defined purchasing system
- Dept. heads adhere to set system & facilitate the bids process to the best of their ability
- Funds are readily available for priority projects
- Vendors deliver on the promised goods in a timely manner & always follow through on their SLAs



# IT Manager

## **Roger** **IT Manager**

Age: 45

Salary: \$130,000

### **Content**

- ✓ Third party research
- ✓ Info graphics
- ✓ Gartner's Magic Quadrant
- ✓ ROI analysis

### **Business Priorities**

Supervise and ensure the efficient operation of the company's network, servers, databases and all other equipment.

This includes managing the IT staff responsible for monitoring and diagnosing network and hardware problems.

Work closely with the IT staff and decision makers in other departments in order to identify, recommend, develop, implement and support cost effective technology solutions for all aspects of the organization.

### **Hot Buttons**

- Unplanned application downtime
- Delays in application rollouts or upgrades
- Decreasing staff budget, but expected to take on more and more responsibility as IT needs grow

### **Influencers**

Application Manager, Procurement, CIO/CTO, DB/Storage/VM Admin, COO, all stakeholders

### **Nirvana**

- Project completed on time and under budget
- Has competent, fully trained staff
- Budget is available for IT projects
- Bonuses are achieved when SLAs are met
- Data Recover is not needed
- Supported users can easily figure out own issues



# Agency Director

## Leonard Agency Director

Age: 45

Salary: \$170,000

### Content

- ✓ Local statistics
- ✓ State-by-state statistics
- ✓ State-by-state research
- ✓ Conferences
- ✓ Local/State news

### Business Priorities

Ensure business continuity within the agency managed & maintain a good morale within the organization.

Recruit and hire best personnel for each specialized department within the agency.

Ensure the success of the agency through making the correct top-level decision and having the infrastructure that allows those decisions to trickle down for project success.

### Influencers

Governor's Office, State Senate/Congress, Department Heads, Election Cycles

### Hot Buttons

- Exceeding annual budget
- Not using entire assigned budget (use it or lose it!)
- Implemented projects not going according to plan

### Nirvana

- All funds are used in time, with an allocated increase each year
- Limited budget cuts per year ensuring continuity of staff and resources
- Very few roadblocks to getting things accomplished
- Although risky, would like to implement real change in the agency, streamlining processes, etc
- Able to work from 8am-6pm with little overtime
- Golfs on weekends with state officials, and usually wins

ENERGY



# Operations Manager

## **Mark** **Operations Manager**

Age: 40-50

Salary: \$108,000

### **Content**

- ✓ Short content pieces
- ✓ Info graphics
- ✓ Videos
- ✓ Webinars
- ✓ Conferences

### **Business Priorities**

Keep all phases of pipeline operations humming (production, maintenance, safety, compliance, recruiting, downsizing and environmental relations).

Ensure the success of operations—costs, productivity, budgeting, performance reporting and analysis, and serves as company rep. on regulatory and environmental issues.

Spends \$25k-\$30k without going through procurement, bidding (sole source rare, requires VP signature).

Continuous recruitment and training of new staff, and improvement of operations through in-depth knowledge of mechanical systems, health, reliability and maintenance records.

### **Hot Buttons**

- Production downtime, incidents & compliance issues
- Safety, reliability & production results
- Data & inspector efficiency

### **Influencers**

Ops Managers, VP Operations, Safety Inspectors, HS&E Compliance Team, Environmental Orgs & Chief Inspector

### **Nirvana**

- Pipeline consistently exceeds production goals
- Costs are low, quality & productivity high, employees are happy, turnover is low, no accidents, no compliance or regulatory issues
- Health, Safety & Environmental incidents are negligible
- Has dinner with the family routinely, hunting and fishing during down time with friends





# Director of Safety - HSE

## **Hank Safety Director**

Age: 45

Salary: \$115,000

### **Content**

- ✓ Government Agencies
- ✓ Digital Content
- ✓ Reports
- ✓ White Papers
- ✓ Training Seminars

### **Business Priorities**

Develops, plans and implements HSE management systems in compliance with government agency requirements.

Trains managers and employees in work site safety practices, audits facilities for compliance to published HSE program and assures processes are in place to collect data necessary for calculating key HSE metrics.

Leads investigations of accidents, injuries and incidents, and prepares material for use in hearings, lawsuits and insurance investigations.

Responsible for timely and accurate reporting to interested groups, and manages supplier risk and resolves any supplier issues.

### **Hot Buttons**

- Incidents and above industry standards
- Safety standards are not being followed

### **Influencers**

COO, VP Operations, Regulatory Agencies, SLG Community Leaders

### **Nirvana**

- Zero incidents and compliance issues
- Field teams are properly trained and regularly follow safety standards in place
- Mechanisms are in place for self-reporting and concerns are addressed in a timely manner
- Company is recognized and awarded with Safest Place to Work



# VP of Operations

## Eileen VP of Operations

Age: 53

Salary: \$230,000

### Content

- ✓ Case Studies
- ✓ Third Party Research
- ✓ ROI Calculators
- ✓ Testimonials
- ✓ Peer References

### Business Priorities

Is the catalyst for making sure operations are innovative and evolve as needed to stay well ahead of the competition.

Manages all pipeline and distribution operations to be as cost effective as possible, maximizing their impact on profit margins.

Represents company as a global and national level, and mentors operation managers, directors while demonstrating vision and maturity.

Communicates performance through regular contact both via conference calls and visits into the field, and assures industry leading safety performance.

### Hot Buttons

- High operational costs
- Quality/Safety issues
- Pipeline goals are not being achieved

### Influencers

C-Level execs, Operations & Division Managers, HS&E, Peers

### Nirvana

- The company has exceptionally high profit margins driven by operational efficiencies
- Company has award winning productivity, quality and safety record
- Company receives Best Place to Work award and is recognized for workforce productivity
- Has dinner with the family routinely, does yoga and goes on President's Club trips

MANUFACTURING



# Plant Manager

## Milton Plant Manager

Age: 38

Salary: \$140,000

### Content

- ✓ Short Content Pieces
- ✓ Info graphics
- ✓ Videos
- ✓ Webinars
- ✓ Conferences

### Business Priorities

Keeps all phases of plant operations humming (production, maintenance, product quality, receiving, shipping, inventory management, recruiting, downsizing and community relations).

Ensures the success of operations—cost, productivity, budgeting and performance reporting & analysis.

Develops and mentors future company leaders, and represents company in the local community and is expected to find times to be involved with community and charitable events.

Implements innovation with quick time to value and low complexity.

### Hot Buttons

- Plant downtime, quality issues, unhappy team
- “Solutions” that increase process complexity

### Influencers

Other Plant Managers, VP Operations, Purchasing Manager, IT, Industry Week, Employees

### Nirvana

- Plant consistently exceeds performance goals
- Costs are low, quality and productivity high, employees happy, low turnover, no accidents, compliance or regulatory issues
- Has dinner with the family routinely and plays golf
- Wins corporate excellence awards



# Procurement Manager

## **Cara** **Procurement Manager**

Age: 45

Salary: \$90,000

### **Content**

- ✓ Third Party Research
- ✓ Vendor Website
- ✓ Testimonials
- ✓ Viability Verifications

### **Business Priorities**

Identifies, researches, qualifies and selects the right suppliers for each department.

Negotiates contracts and service agreements, and maintains the database of approved suppliers.

Ensures that company gets the best prices for the products and services it purchases.

Works with accounting to manage payments to suppliers.

Sets and manages standards for supplier compliance, manages supplier risk and resolves any supplier issues.

### **Hot Buttons**

- Team using vendors not on pre-approved list
- Vendors that overpromise and under deliver

### **Influencers**

CFO, VP Operations, Plant Manager, IT, Conferences, References, Peers

### **Nirvana**

- Pre-approved vendors never have issues
- Departments only using approved vendors
- Suppliers are responsive, timely, cost effective and provide innovative solutions that the plant manager and VP Operations love
- Vendor solutions is awarded and recognized for success



# VP of Operations

## **Tom** **VP Operations**

Age: 53

Salary: \$230,000

## **Content**

- ✓ Case Studies
- ✓ Third Party Research
- ✓ ROI Calculators
- ✓ Testimonials
- ✓ Peers

## **Business Priorities**

Is the catalyst for making sure operations are innovative and evolve as needed to stay well ahead of the competition.

Manages all plant and distribution operations to be as cost effective as possible, maximizing their impact on profit margins.

Manages the entire supply chain including global contracts for raw materials used by plants to make the product, and mentors plant manager and operations directors.

Works with engineering on plant and equipment, with IT on technology and represents the company at a global and national level.

## **Hot Buttons**

- High operations costs
- Quality & Safety issues
- Project not completed in time / unplanned issues

## **Influencers**

Plant Managers, Purchasing Manager, Peers, IT, Industry Week, Business Week, Supply Chain Magazines

## **Nirvana**

- Exceptionally high profit margins driven by operational efficiencies
- Award winning productivity, quality & safety record
- Company receives Best Place to Work award & is recognized for workforce productivity
- Has dinner with the family routinely, plays golf, and goes on President's Club trip

# Typical Customer Journey

## Prospect Profile:

Medium to Large Company

- 500+ employees
- \$50M+ in revenue
- 100+ operations/production employees
- Microsoft.net shop
- Needs convenient ways to capture production and quality data for frequent reporting
- Must not add extra work to team which impacts company productivity

## Purchasing Triggers:

- Desire to more efficiently collect and report on operational performance
- Want to improve company and employee productivity
- More or timely information is appreciated
- Desire solutions that work with existing systems and won't tax current resources too much to implement

## Primary Influencers and Decision Makers:

Purchasing Manager → VP of Operations  
→ IT

