Buyer Persona

**Name**: Doug

**Title**: CEO

**Age**: 52

**Education/Experience**: Undergraduate Degree, built the company on cash and an idea. Technical background.

**Attitude towards technology**: Built his career on selling solutions to solve client’s problems but doesn’t recognize how technology can solve his own.

**What I’m responsible for:**

I’m the founder of my redact Firm, I built it up to $5M in revenue before getting external investors involved to help me scale through its next phase. I’m still a majority voting share holder but share the pie with others. I have a formal board that brings a lot of experience to my sector and they are able to compare my results to those of others in my industry. This puts a lot more pressure on my growth and profit performance. Where I used to be able to make decisions independently, I now need to engage other board members. When our numbers trail plan or forecast, I’m on the receiving end of a lot of pressure. The new money is looking for a 5 year exit plan and I don’t currently have one.

**What’s in the way of my success?**

1. Reason
2. Reason
3. reason.

**My role in buying DMS?**

I’m a key decision maker. Economic buyer, consumer of metrics, but not a daily user.

**Why I have not considered your product for solving my issues?**

I’ve spent a bunch of dollars on internal tools for the departments, but they were purchased at various points in our maturity and don’t really talk to one another. I didn’t know there was a thing like redact

**What winning looks like to me (How I make money!)**

redact

**Where I get my information**

LinkedIn, and a small circle of leaders in my industry. We all have a friendly relationship.