

Program Manager Mike



BACKGROUND

Age: 30+
Education: B.S. & M.S. in Engineering
Industry: Science & Research

INFORMATION SOURCE

Industry News & Direct Search

PREFERRED CONTENT

Case Studies & Project Spotlights

ROLE IN PURCHASING

Evaluator

GOALS

- **Stay on Time, On Budget, On Scope**
→ Mike's team runs on strict grant timelines and budgets — but research quality can't be compromised.
- **Minimize Operational Risk in Harsh Environments**
→ He needs durable systems backed by dependable, 24/7 support — failure in the field is not an option.
- **Justify Results with Data and Footage**
→ Every mission must produce measurable outcomes he can clearly present to stakeholders.

Risk Averse

Data Driven

Budget Concious

PAIN POINTS

- **Narrow Funding Windows**
→ Purchasing delays can cost them grants in their current cycle and disqualification from future opportunities.
- **Unclear ROI or Reporting Capabilities**
→ Without usable data and visuals, Mike can't justify impact and risks the loss of grants.
- **Slow or Unreliable Customer Support**
→ He has no time for vague updates or outsourced call centers — he expects fast answers from experts.

PURCHASE MOTIVATORS

- **Field Proven Reliability**
→ He's drawn to studies with real-world use cases that show thoroughly tested systems in extreme environments.
- **Built-In Reporting Tools**
→ Onboard tech that outputs high-quality data, footage, and telemetry helps Mike prove mission value to stakeholders.
- **Measurable Results**
→ He sorts through case studies with clear metrics, technical specs, and success stories under similar mission conditions.

VP of Operations Vance



BACKGROUND

Age: 60+
Education: B.S. in Engineering & MBA
Industry: Oil & Gas

INFORMATION SOURCE

Direct Briefings & Trusted Vendors

PREFERRED CONTENT

Executive Summaries & Thought Leadership

ROLE IN PURCHASING

Budget Gatekeeper

GOALS

- **Deliver Results to Board Members**
→ Every purchase must be backed by quarterly performance reviews with measurable KPIs.
- **Strengthen Long-Term Contracts**
→ Vance prefers continuity — seeking partners who offer relationship-driven services that scale over time.
- **Maintain Safety Standards**
→ Compliance isn't optional. Equipment must meet rigorous safety protocols across all operations.

Strategic Thinker

Efficiency Driven

Relationships First

PAIN POINTS

- **Too Much Sales, Too Little Substance**
→ Vance is skeptical of flash. He needs proof — data, demos, and real-world results before engaging.
- **Lack of Integration Across Departments**
→ If a solution doesn't work across teams or systems, it creates friction instead of streamlined workflows.
- **Unreliable Vendor Performance**
→ Missed deadlines, poor support, and hardware failures lead to operational headaches he can't afford.

PURCHASE MOTIVATORS

- **Partnership Over Transaction**
→ Vendors who prioritize and understand his mission like a teammate are worth their weight in oil.
- **Responsive Service by Real People**
→ No chatbots or auto-replies, Vance looks for fast answers from trustworthy human experts.
- **Strong References or Case Studies**
→ He listens to his peers — if the tech improves operations under real-world conditions, he'll take notice.

Technical Supervisor Samantha



BACKGROUND

Age: 30+
Education: B.A. & M.A. in Film & TV Production
Industry: Broadcasting TV & Film Production

INFORMATION SOURCE

Social Media & Trade Shows

PREFERRED CONTENT

Panel Talks & Spec Sheets

ROLE IN PURCHASING

Scout & Pitch

GOALS

- **Keep Shoots on Schedule**
→ Samantha's shooting setups must be fast, ergonomic, and problem-free — delays cost time, money, and reputation.
- **Balance Quality and Budget**
→ Equipment must meet high production standards set by studios and producers — without exceeding budget.
- **Deliver High Production Value**
→ Whether on a film set or via live stream, Samantha is responsible for flawless audio-visual deliverables.

Detail Oriented

Gear Fluent

Logistically Minded

PAIN POINTS

- **Unreliable Gear**
→ Malfunctioning equipment can derail an entire production timeline — and damage her professional credibility.
- **Lack of Live Support**
→ Problems often happen mid-shoot, sometimes in remote locations. Waiting hours for help isn't an option.
- **Over Complicated Interfaces**
→ Clunky non-intuitive systems affect deadlines — gear that can work as point and shoot solutions are often acceptable.

PURCHASE MOTIVATORS

- **Field Tested Equipment**
→ Samantha trusts gear that has been proven on real sets — ideally gear she's demoed or spotlighted at trade shows.
- **Responsive and Knowledgeable Support**
→ Vendors who understand productions, quickly troubleshoot, diagnose, and fix problems earn her loyalty.
- **Flexible Demos or Rentals**
→ Hands-on access helps her pitch to producers — she shows, rather than tells, how gear delivers value.