

Security Operation Decision Makers

| **TARGET:**

Security Operation DMs

| **MARKET:**

US

| **METHODOLOGY:**

90-Minute Telephone/ Web IDIs

SPECS:

- No previous or current employment in sensitive industries/companies
- Must be 25 years or older
- Employed full-time
- Recruit a mix of industries and regulated vs. non-regulated
- Recruit a mix of company sizes; ok if it skews enterprise
- Has a title in privacy, security, and/or compliance AND has decision-making authority/responsibilities Must be in current role for 1 year or more
- Must have significant influence over organization's security solutions
- At least significantly involved in making the final decision related to security
- Think about security most or all of the time
- Recruit 2-4 who use Microsoft for security and 2-4 who use another listed brand for security
- Articulate

SAMPLE PROFILES:

- VP and CIO at Memorial Hospital and Health Care Center
- Chief Information Officer at Berkshire Hathaway Fox & Roach
- Director of Technology at SECURA Insurance Companies
- Manager/Technical Engineer at MSJ Cybersecurity Advisory Group LLC