

# Senior Level IT & Business Technology Decision Makers

**| TARGET:**

Senior Level IT and Business Technology DMs

**| MARKET:**

US

**| METHODOLOGY:**

90-Minute Online Focus Groups

**SPECS:**

Audiences: All work for really big companies. At least USD \$1B annual global revenue.

**Audience 1:** C-level IT decision-makers - These are really the CIOs. In the event that there is no CIO title, it's the highest person in the organization responsible for strategic IT

- Recruit people with the title of CIO or in the absence of a formal CIO title in the company, recruit the person performing the job responsibilities of CIO. Will also accept CIO direct reports, provided they are senior level and meet all other requirements.

**Audience 2:** C-level line of business decision-makers - CMO. CFO. COO. Etc

- Recruit senior-level business leaders with C-level titles or C-level direct reports. These will be people heading functional departments such as finance and business strategy (CFO), operations (COO), digital strategy (Chief Digital Officer), etc. at a corporate, divisional, and brand level. They may also be people heading lines of business, those with P&L responsibility for a line of business such as household cleaners in a CPG manufacturing company. No legal or procurement.
- All of them are engaged in a decision-making role in selecting solutions and/or partners to help their business achieve at least one of the areas below. Particularly important to recruit LOBs in roles where this would be part of their job responsibility:
  1. Artificial Intelligence - Advanced analytics, casualty, operational & product intelligence, conversational AI
  2. Digital Product and Software Engineering (including Application Design, Development and Management) - Software engineering, apps, and experiences (including application design, development and management, including DevOps and software modernization)
  3. Industry-Specific Platforms (to operate core business functions and processes, e.g., CRM, SCM,HR, industry-specific processes)
  4. Intelligent Process Automation (including Robotic Process Automation - RPA)
  5. Interactive Services (to optimize interactive experiences including Digital Customer Experience)
  6. Internet of Things - (IoT Services) Connected services of products, places, factories and assets
- All have strategic roles in their companies
- All are minimally "aware" of Cognizant. Aim to recruit those more "familiar" (versus "aware") of Cognizant.
- All are attitudinally more focused on running their business differently or creating new business models by leveraging new technologies and excited about these new ways of running their business (vs. focused solely on cost-cutting, for example)
- Recruit from the following industries:
  - Banking
  - Retain
  - Insurance
  - Manufacturing (Max 4)
  - Life sciences (medical products/ devices, pharmaceuticals, biotech)
  - Communications/telecommunications
  - Transportation and logistics (Max 2)
  - Media/entertainment
  - Travel and Hospitality
  - Healthcare payers and providers (healthcare systems, not hospitals) Energy and Utilities

**SAMPLE PROFILES:**

- CIO at Boots UK
- IT Director at J&J
- Director of Data and AI at Barclays
- CIP and CPO
- Business Division at JLL
- eCommerce Activation Director at L'Oreal – Head of Strategy and Planning at ABI
- Global Head of Intelligent Automation at Walgreens Boots Alliance