

AFFINITY\*

Used in targeting audience

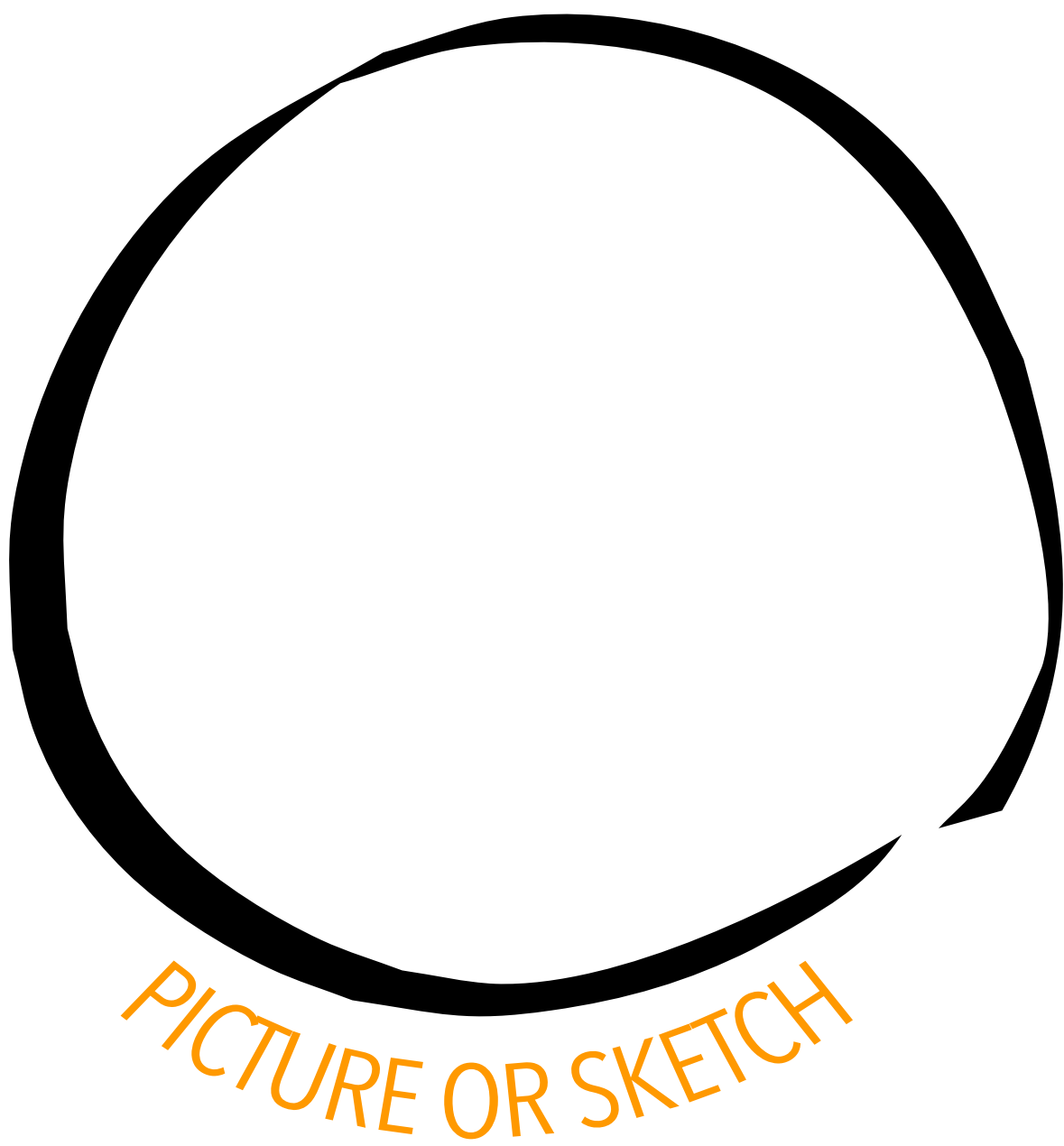
\*for customer profiling and empathy mapping

FULL NAME: \_\_\_\_\_

PERSONAL FEATURES

- Strategic thinkers who make decisions that protect their organization, assessing risks and vulnerabilities
- People with technical knowledge of regulations and security
- Authority to allocate budget and continuously learn
- Problem-solvers, investigating in security breaches and weaknesses

NAME



PSYCHO-ATTITUDINAL FEATURES

- Collaborative and cross-functional
  - Keep an eye on details and adapt to new things continuously
  - Ethical and trustworthy
  - Resilient, proactive in identifying threats
  - Analytical thinkers with leadership qualities
- Aware of emerging trends

THINKS & FEELS

Thoughts:  
Understand the critical importance of protecting their organization's mobile infrastructure. Prioritize measures and recognize the landscape to protect the company's interests, usually big

Feel:  
Responsibility of actions and risks of security breaches, with consequences on the organization. Sense of duty to foresee them and be one step ahead

SEES & HEARS

- See: ever-changing landscape of mobile security, with new threats and vulnerabilities emerging regularly.
- Observe: Adoption of new security technologies and practices within their industry, according to standards
- Hears: latest security breaches, industry best practices, emerging regulations through professional networks, industry publications, and security conferences.
- Listen to: Pay attention to vendor recommendations and peer experiences

SAYS & DOES

Say: Articulate discussions on robust security measures, compliance with regulations, and the importance of data protection.  
Communicate: Risks associated with mobile security and the necessity of budget allocation for security solutions.

Does: Researching new security technologies, new security policies, conducting security assessments, collaborating in teams  
Learns: Trainings and certification to stay up to date

GAINS & PAINS

Gains:  
Accomplishment and satisfaction for goals reached, good reputation for the company, trust measures and data protection to further elevate company status

Pains:  
Constant pressure and overwhelm of responsibility, security incidents happening at any time, budget constraints in implementing possible security solutions