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| Name – Sam Chen | | A person in a suit  Photo by Dalton Ngangi on Unsplash |
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| Age (approx.) | 45 |
| Sex | Male |
| Group – Marketing Director | |
| Background and description | | |
| As the Marketing Director, Sam decides the overall marketing strategy for his organisation. He's responsible for sustainable growth, [sales enablement](https://mkt.io/topic/sales-enablement/), and financial performance. To do this, he works closely with the [CEO](https://mkt.io/buyer-persona/ceo-chief-executive-officer/) or [Chief Growth Officer](https://mkt.io/buyer-persona/cgo-chief-growth-officer/) to set the Key Performance Indicators (KPIs) and marketing metrics that will best drive the growth of the business. | | |
| Motivation | | |
| *Refine the improved tracking of marketing metrics. Keeping up with the latest industry issues and, more importantly, trends* | | |
| Data Literacy | | |
| *High level of data literacy, with an excellent understanding of statistics as applied to marketing strategy, which was the topic of his final year thesis for his MSc in Applied Marketing statistics.* | | |
| Graphical Literacy | | |
| More adventurous than any other member of the board. He has made several suggestions for improvements, which, with his aid, have been adopted in board-level reports. | | |
| Technological expertise | | |
| Comfortable using Python and Tableau to analyse and visualise data if required | | |
| Goals | | |
| How are current marketing campaigns performing? Are they reaching the target market?  How can we grow our customer base?  How can we balance short-term revenue with long-term brand growth? | | |