|  |  |  |
| --- | --- | --- |
| Name – Sam Chen | | A person in a suit  Photo by Dalton Ngangi on Unsplash |
|  | |
| Age (approx.) | 45 |
| Sex | Male |
| Group – Marketing Director | |
| Background and description | | |
| As the Marketing Director, Sam decides the overall marketing strategy for her organisation. He's responsible for sustainable growth, [sales enablement](https://mkt.io/topic/sales-enablement/), and financial performance. To do this, she 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 Marketing S* | | |
| 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? | | |