



PERSONA - THE INFORMATICS OR INFORMATION TECHNOLOGY LEAD

William (Bill) Mitchell

DEMOGRAPHICS

Age	55
Gender	Male
Occupation	Imaging Informatics Director
Education	BS, Information Systems, Drexel University PMP Certification IT Service Management (ITL V3) Certification
Marital Status	Married
Children	3 kids, ages 18, 22, 24

ADJECTIVES

William can be described as

William is also

Straightforward

Communicative

Motivated

Opinionated

Knowledgeable

Meticulous

Practical

Modest

Organized

REAL WORK EXAMPLES

Dave Witt

Imaging Biomarkers
Informatics Lead, BMS

Jeff (JP) Pagliei

Senior Director Information
Technology (Head of IT),
Tango Therapeutics

Nicholas Rudinger

Head of Digital Transformation
Research & Early Development, Bayer

POSSIBLE TITLES

Imaging Informatics Lead
Head (VP/Director)
of Information Technology
Imaging Biomarkers
Informatics Lead





“Let’s get things done right”
William (Bill) Mitchell

GOALS

- 1. Organizational impact:** Bill works on projects that impact the entire enterprise, affecting many employees and departments. He will not start a project until clear, measurable goals are set. Throughout his career, he’s been able to consolidate costs, improve efficiency, centralize data, increase security, reduce internal support tickets, and more.
- 2. Successful implementation and management of new technologies:** Bill is confident in his abilities to manage new and existing infrastructure. He is keen on wanting to successfully implement new programs to ensure the success of his organizational goals and hence takes on an active role in working with cross-functional teams to evaluate prospective technology. He also wants the vendors he chooses and the processes he implements to be entrenched for many years, even after he is retired.

PAIN POINTS



Stakeholder management

Bill and his team serve multiple groups and stakeholders within the organization, each with diverse needs. Threading the needle is no easy task, and sometimes means not everyone is happy, but strong assessment of user needs, combined with ongoing proactive support is critical.



Ensuring security & scalability

His team sets security policies, and solutions have to operate within these confines. He also has to plan for a future when his projects scale and strategically adapt platforms/programs.



Effective operation of organization’s IT infrastructure and budget management

Bill needs to ensure his organization is prepared to handle the IT burden of new technologies and programs his organization is looking to adopt. He is also responsible for managing and/guiding the organization’s infrastructure requirements and the budget necessary for his organization to adopt or use new technologies. Oftentimes, as the department’s leader, Bill has to pull from department budgets and/or his own central budget to get projects over the line. This means negotiating internally – up, down, left, and right – as well as with vendors. He plays good-cop-bad-cop alongside Purchasing and Legal.



ELEVATOR PITCH

Concentriq for Research is a robust image management platform that connects people, data, and processes empowering users to accelerate your organization's R&D objectives by efficiently making the most out of existing and new pathology data. With the adoption of an intuitive and scalable platform designed for the end users, Concentriq improves organizational efficiency with powerful functionalities including seamless integration with existing digital ecosystem, ability to standardize and maintain data integrity, and an open API to name a few.

How can Proscia best engage with William?

1

Bill is often involved earlier in the buying process and has a significant influence on the purchasing decision. His trust in our platform is critical as he wants the solution he helps to select to be implemented successfully.

2

Since Bill is responsible for allocating IT resources and understanding the IT burden of the product for their existing infrastructure, Proscia needs to demonstrate how Concentriq integrates into Bill's organization's IT ecosystem along with IT platforms — i.e., stress the interoperability of our platform, bidirectional integration with leading image analysis platforms, scanners, LIMS systems and ease of use.

3

Proscia can also leverage the open API of the platform as it allows Bill's team to work with data scientists to incorporate Proscia's/ Homegrown/or third-party developed analysis solutions to help the organization advance their R&D objectives.

4

Strategically, it would also benefit to utilize solution architects to engage with Bill in order to dive deeper into IT infrastructure to address any concerns. Stress the value of Proscia's professional services team who can directly assist with the implementation process and work with their IT to understand the infrastructure. It's valuable for Bill to know that Proscia has a team dedicated to working directly with Bill's team pre- and post-implementation.