

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

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



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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.



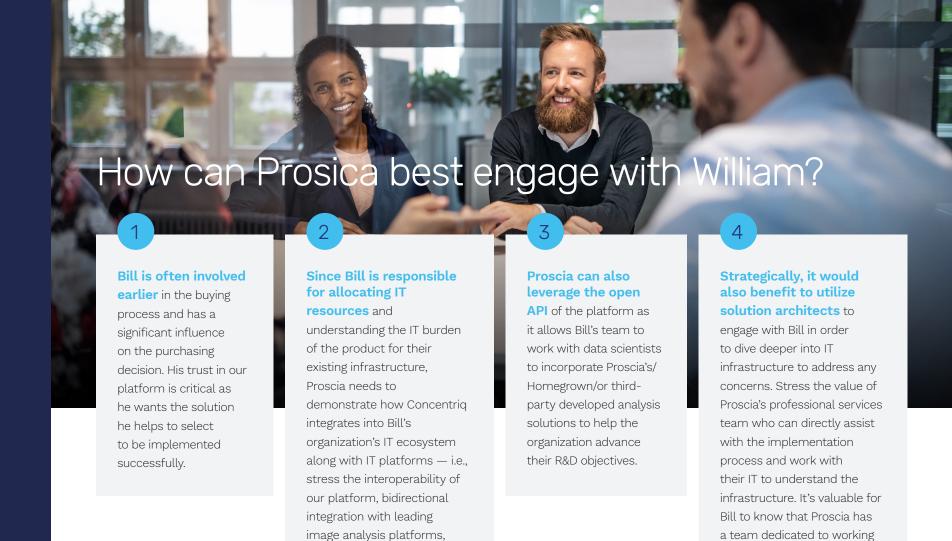
Effective operation of organization's IT infrastructure and budget management

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

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scanners, LIMS systems and

ease of use.



directly with Bill's team pre-

and post-implementation.