

# Meet the new tech buyers:

Emerging personas, new triggers, new expectations

## Who are the new buyers?



**66–78%**

IT Dept. Leader



**61–70%**

CIO



**49–62%**

LOB Leader



**up to 32%**

Chief AI Officer



**up to 54%**

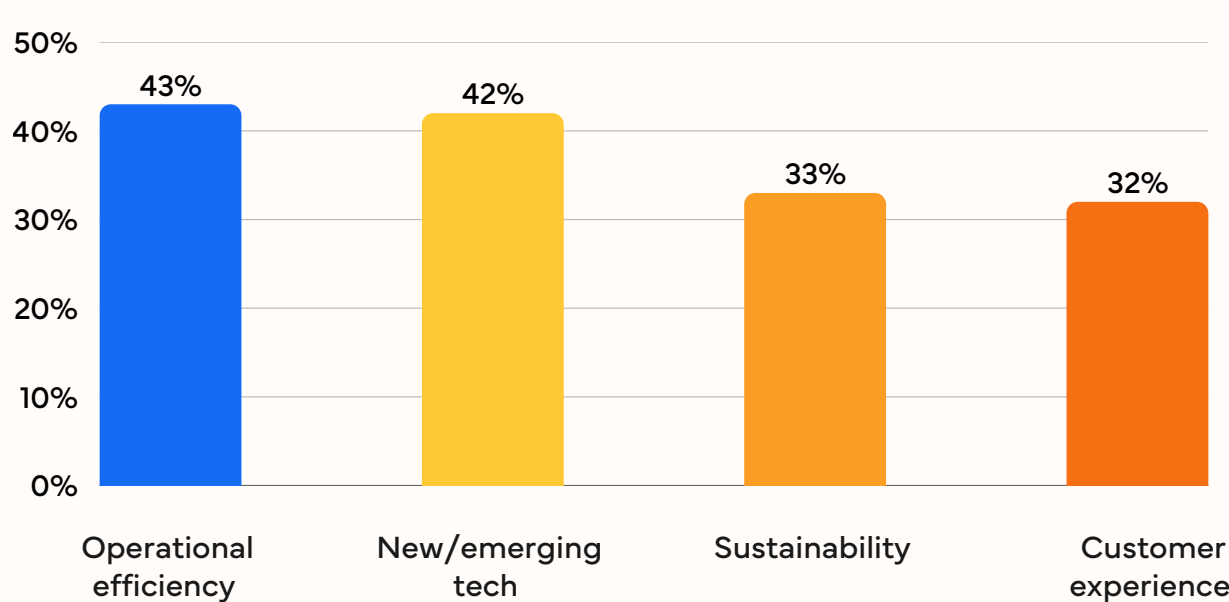
Consulting & Tech Partners



CISO, Procurement, Finance, CEO

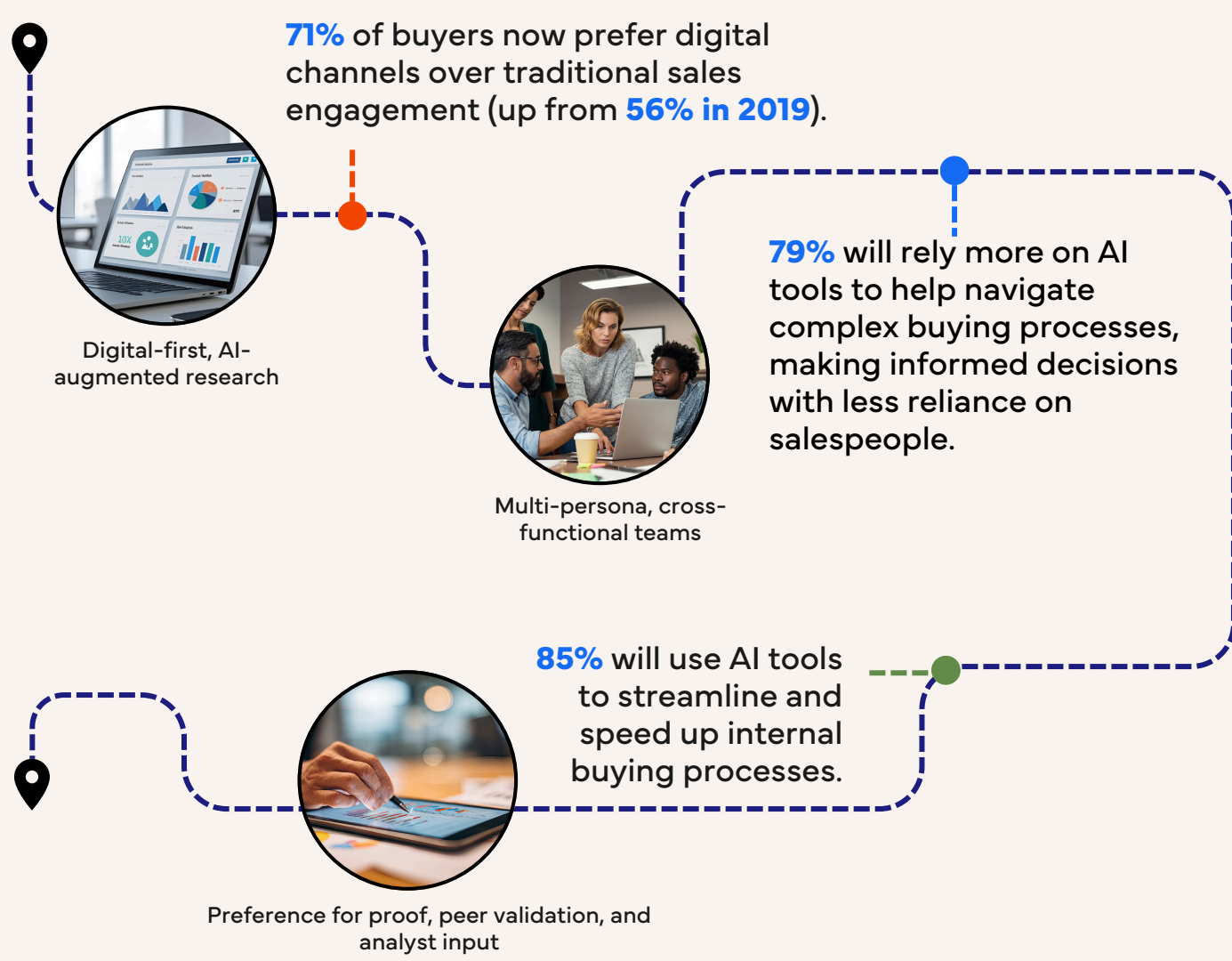
“ Chief AI Officers and external partners are now at the table; roles that barely existed in 2022.

## What drives their search?



**Key takeaway:** The 'new tech buyer' cohort is more diverse, with LOB and new C-suite roles driving searches for innovation, sustainability, and customer experience, not just efficiency. This is a marked shift from the past, where IT/CIOs dominated and efficiency was the primary trigger.

## How do they buy?



## What does this mean for marketers?

1. Target new personas (Chief AI Officer, partners)
2. Align messaging to efficiency, sustainability, and CX
3. Provide digital, self-service, and AI-augmented experiences
4. Deliver credible proof and third-party validation

### Are you ready for the new era of tech buying?

Ask IDC how to engage the emerging buyer.

[Prepare for Change →](#)

