

Aaron Torres,
Chief
Information
Officer



Aaron has been working in the B2B industry for the past 8 years. He is looking for a software that would help his team automate their business processes. He is the one to make the final purchase decision after listening to a brief review from a lawyer and the tech team. He usually visits IT conferences and meetups to find out about new products on the market.

Touchpoints

Process and
channels

Experience

Barriers

Motivators

