

**NAME**

Sarah Thompson

**KEY ATTRIBUTES**

IT Team Lead focused on enhancing productivity through automation while managing a demanding workload.

**SHORT DESCRIPTION**

Sarah Thompson is an experienced IT Team Lead at a financial services firm, balancing project management and team oversight amidst the challenges of manual processes and tight deadlines.



**“ I want to shift my focus from drowning in repetitive tasks to leading my team towards innovative solutions that drive our IT strategy forward. ”**

**NEEDS**

Affordable automation tools to streamline routine tasks like reporting and scheduling.

Better project management software that minimizes manual input.

More time to concentrate on strategic initiatives and team development.

**OPPORTUNITIES**

Implementing automation could significantly reduce time spent on repetitive tasks, allowing Sarah to focus on strategic planning and team growth.

Streamlined processes could enhance overall team efficiency, leading to improved project delivery timelines and higher employee satisfaction.

**CHALLENGES**

Spending too much time on administrative duties instead of leadership.

Pressure from deadlines and the need to maintain team morale.

Limited capabilities of current tools to automate workflows effectively.