

## **For Immediate Release**

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### **The Corporate Internet Strategist 2005: Seasoned. Educated.** *Internet Strategy Forum research reveals identity of Internet strategists*

*Portland, OR*—July 14, 2005—Internet Strategy Forum has revealed the results of a demographic analysis of the corporate Internet strategists who influence our online experience.

The research study examined the role of in-house Internet strategists—the people who drive overall Internet strategy from within medium-to-large organizations—translating business objectives into initiatives that can best leverage the power of the Internet. More than 40% of the current 100-plus members of Internet Strategy Forum, mostly from the Pacific Northwest, answered the 25-question survey.

The data reveals that the typical corporate Internet strategist is a highly educated male in a management position:

- Over 85% of professionals have at least a bachelor's degree; 35% have a master's.
- 70% of participants are between the ages of 35 and 54.
- 75% of participants are male. All respondents who are at the Vice President-level are men and most at the Director-level are also men, but at the Manager level, about half are women.
- Job titles vary widely, but most respondents are at the Director or Manager level.

This study is one of the first in the nation to examine the scope, structure, influence, education and salary levels of Internet strategists. Little research has been done on this relatively young profession compared to more established professions such as traditional marketing, sales and Information Technology.

To receive a copy of the complete research findings for the Internet Strategy Forum 2005 Corporate Internet Strategist Survey, visit [www.internetstrategyforum.org](http://www.internetstrategyforum.org).

### **Internet Strategy Forum Partners**

The research was underwritten by Aquent LLC, the only marketing and creative professional services firm specializing in helping its clients increase their internal capacity to execute marketing and communications through people, process and technology, visit [www.aquent.com](http://www.aquent.com) for more information. Elaine Spooner, Internet Strategy Forum Board Member, managed the survey project. Riley Research Associates, the co-designer of the survey, was responsible for data analysis and reporting. Wallingford Research & Design hosted the survey on a proprietary Web survey platform.

### **About the Internet Strategy Forum**

The Internet Strategy Forum is a non-profit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations across multiple industries. For more information and to apply for membership, visit [www.internetstrategyforum.org](http://www.internetstrategyforum.org).

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