



Research Brief: Sample Results from the 2009 Corporate Internet Executive Research Study

Research Underwritten by:
WelchmanPierpoint

Introduction



The Corporate Internet Executive Research Study is a project of the Internet Strategy Forum, a nonprofit professional association focused on professional development, peer networking, information exchange, research and thought leadership among Internet decision-makers at medium-to-large client-side organizations.

Underwritten by WelchmanPierpoint, this is the only research study of its kind focused exclusively on the in-house corporate Internet executives, a term we use to define employees working for an organization who are responsible in some way for driving strategy and implementation for that organization's Internet presence.

Traditional Marketing and Information Technology salary surveys have not addressed the Internet executive role directly. Our survey, like the Internet Strategy Forum itself, was created specifically to address the needs of the in-house Internet strategy profession. We are working to define a relatively new profession (compared to traditional Marketing and Information Technology) in order to help provide clarity to the business community and to help take the profession to the next level.

The survey data is based on 266 respondents. Participants for the survey were recruited from the membership base of the Internet Strategy Forum at the time the survey went out in the Fall of 2008 (approximately 1,550 members).

The objectives of this research study are:

- Achieve a comprehensive understanding of corporate Internet executive roles and the people who fill them.
- Educate the broader business community about the role and value of in-house Internet executives.
- Help determine future directions and professional development offerings of the Internet Strategy Forum.

If you have questions or comments about this research, or wish to participate in the 2010 study, please contact us at research@internetstrategyforum.org.

For more information about the Internet Strategy Forum or to apply for membership, visit www.internetstrategyforum.org.

Steve Gehlen

Founder & Executive Director
Internet Strategy Forum

Co-Author
Corporate Internet Executive Research Study

Get the Complete Report

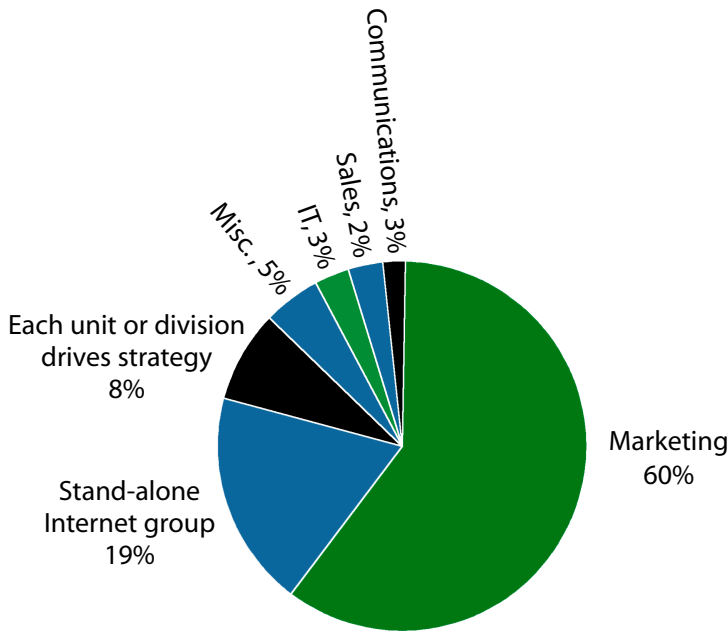


To purchase the complete 70 page study results report, including information on budgets, industries represented, site and department responsibilities, etc., visit <http://www.internetstrategyforum.org/research>.

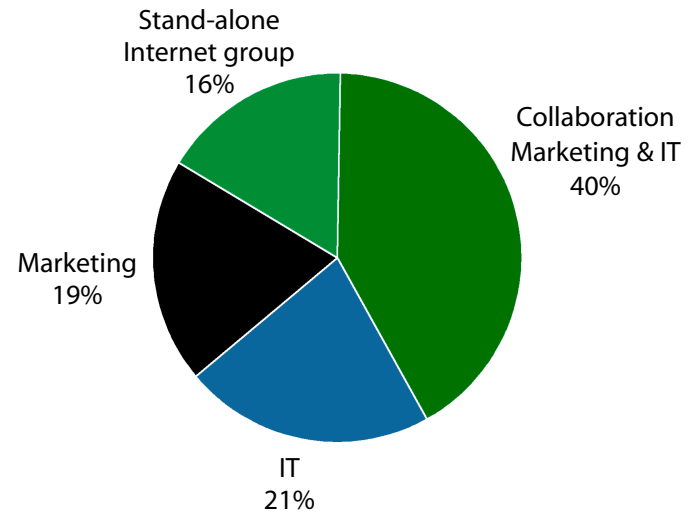


Internal Structure

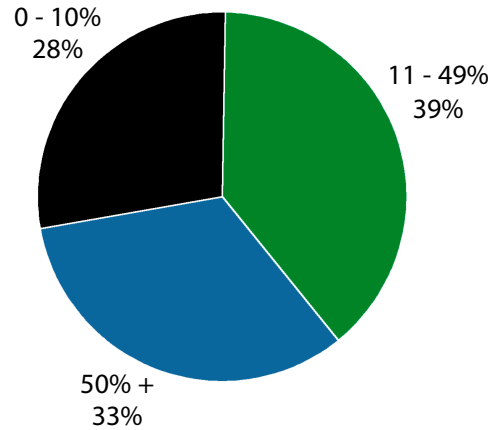
Department most responsible for driving customer-facing internet strategy



Department most responsible for internet production-related software tools or services

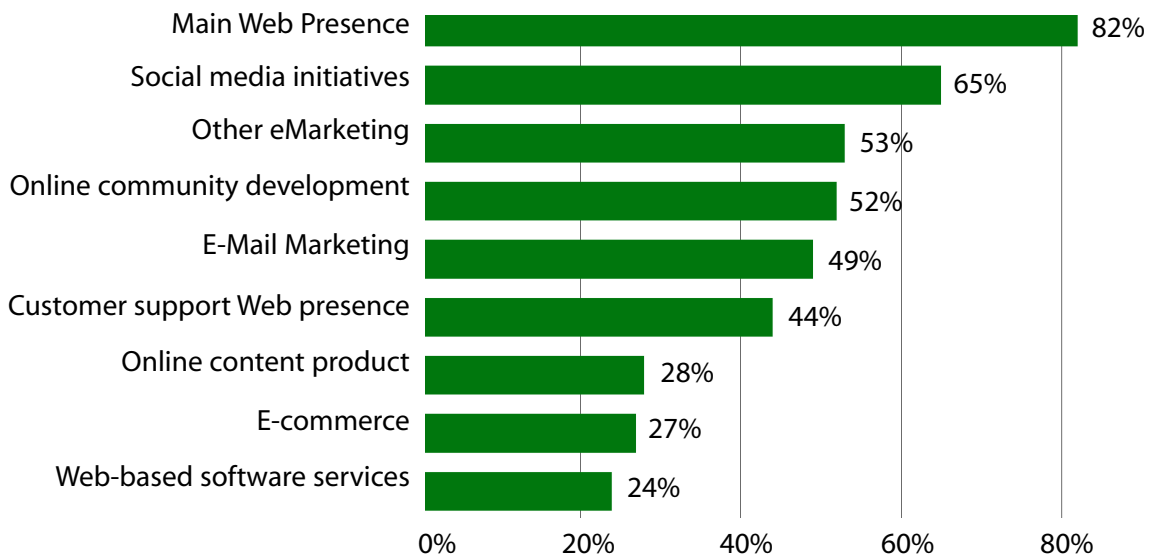


Percentage of Internet work outsourced to vendors



Responsibilities of the Position

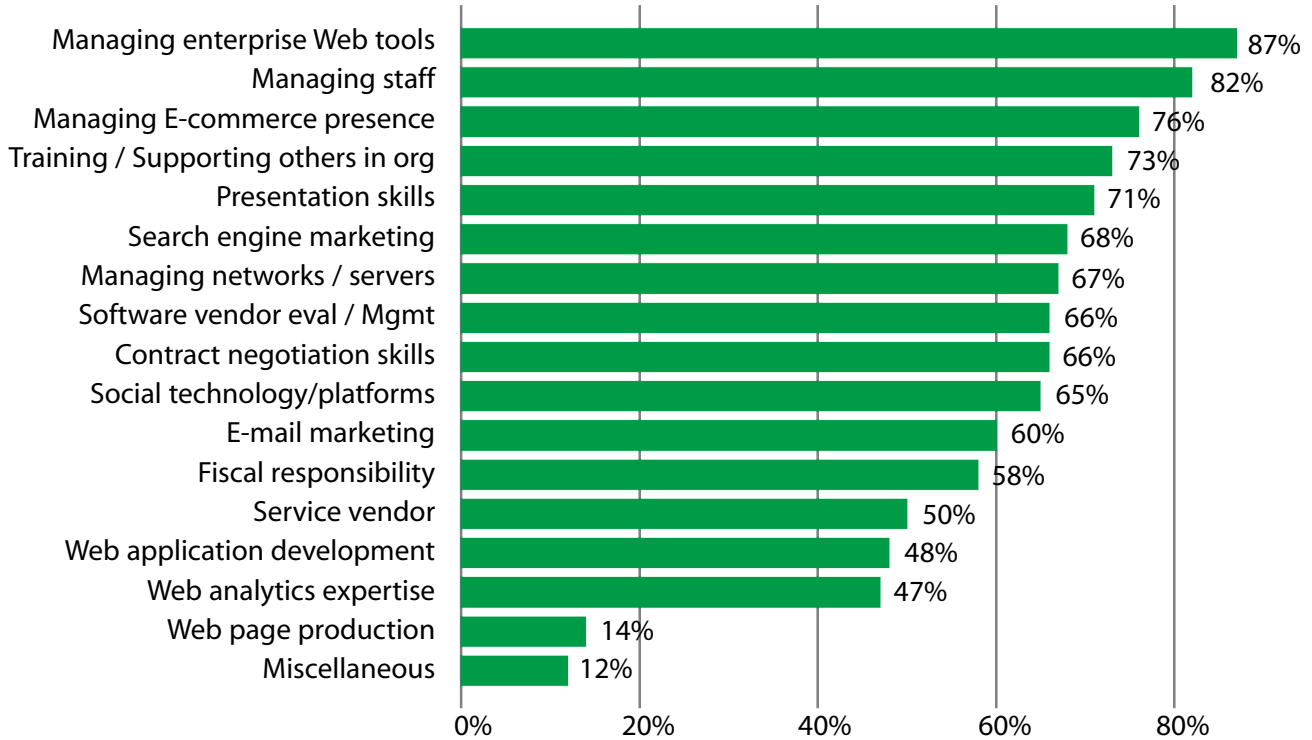
Types of Internet strategy you are responsible for



Responsibilities of the Position



Skill categories required to perform your job



Respondents ranked the personal challenges they face (on a scale of '1' to '5' where '1' is the biggest challenge)

Mean ratings

Inadequate budget for the mission I have been given	2.3
Not enough staff resources	2.4
Lack of career path opportunities at my company	2.9
I am not at a high enough management level to be effective	2.9
My salary is not competitive in the marketplace	2.9
Too many people in Internet strategy to be effective	3.1
Senior management does not understand my role	3.1
I am not reporting to the right department	3.2
Ability to stay current with new technologies/practices	3.2
My position is not considered mission-critical	3.2
Lack of career path opportunities in the marketplace	3.4
Lack of peer group to network with	3.4
Lack of professional development opportunities	3.4
My immediate supervisor does not support my efforts	3.7

Participant Profile



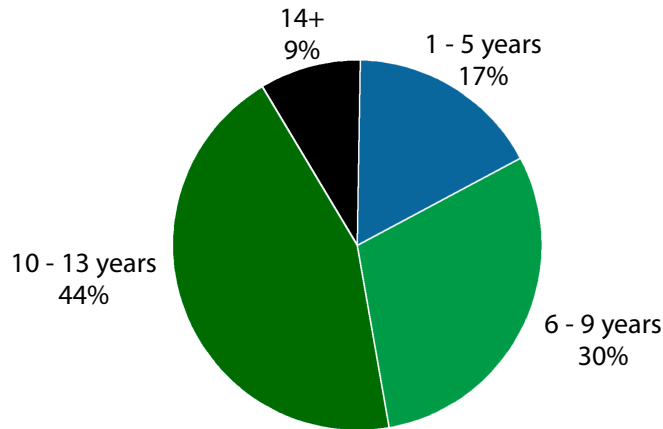
Salary

Less than \$50,000	2%
\$50,001 - \$65,000	12%
\$65,001 - \$80,000	11%
\$80,001 - \$95,000	11%
\$95,001 - \$110,000	15%
\$110,001 - \$125,000	15%
\$125,001 - \$140,000	8%
\$140,001 - \$155,000	2%
More than \$155,001	13%
Prefer not to answer	10%

Education

High school/GED	3%
Technical or trade school degree	2%
Bachelor's degree	47%
Master's degree	23%
MBA	19%
Doctorate	3%
Prefer not to answer	3%

Years of experience in an Internet-related job



Get the complete 70 page report at <http://www.internetstrategyforum.org/research>

Internet Strategy Forum Research Partners



This research is underwritten by WelchmanPierpoint, a Web Operations Management (WOM) consulting company providing a systematic, strategy-driven approach for operating Web sites and Web organizations. Riley Research, a market research company, is responsible for data analysis and reporting.

WelchmanPierpoint
 6115 Falls Road, Suite PH2
 Baltimore, MD 21209
<http://www.welchmanpierpoint.com>
 410-377-3012

Riley Research Associates
 9900 SW Wilshire, Ste 250
 Portland, Oregon 87225
<http://www.rileyresearch.com>
 rileyassoc@rileyresearch.com
 503-222-4179

