



## BRIGHT IDEAS

### Understanding Buyer Personas in InsurTech

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With over 18 years of experience in enterprise SaaS, ERP, and digital innovation, Anshuman drives global growth by building meaningful partnerships with insurers and MGAs – helping them unlock speed, flexibility, and smarter tech through Sunlight’s next-gen insurance platform. Based in Bangalore, Anshuman is passionate about scaling teams, mentoring talent, and delivering results that matter.

The article provides a structured overview of the five essential buyer personas involved in insurance technology (InsurTech) purchasing decisions and explains how vendors can effectively engage each one to accelerate deal cycles. It emphasizes that InsurTech sales are complex, multi-stakeholder, and heavily influenced by regulatory, operational, and financial considerations.

Closing insurance tech deals requires engaging the right personas across the value chain –CIOs driving digital transformation, CISOs managing risk, CROs ensuring governance, Operations teams executing change, and Finance leaders approving investments.

This single-page guide maps the five critical people, their pain points, and how to engage each stakeholder to accelerate deal cycles in APAC's evolving insurance market.

## The Five Critical Buyer Personas

Persona	Key Drivers	Pain Points	Engagement Strategy
<b>CIO – Strategic Enabler</b>	Digital transformation, ROI on tech, business continuity	Legacy modernization complexity, proving business impact	Lead with outcomes: show transformation speed and migration risk reduction
<b>CISO – Risk Guardian</b>	Regulatory compliance, data protection, incident response	Balancing security with agility, demonstrating security ROI	Position as risk enabler: quantify compliance gains and security integration
<b>CRO – Governance Keeper</b>	Capital efficiency, risk visibility, stress testing capability	Meeting capital requirements without operational burden, legacy system integration	Emphasize compliance simplification and real-time risk visibility
<b>VP Operations – Execution Lead</b>	Smooth implementation, user adoption, operational efficiency	Managing change across teams, minimizing disruption, training staff	Provide clear roadmaps, strong support, user-friendly interfaces
<b>CFO – Budget Controller</b>	TCO and payback period, revenue impact, risk mitigation ROI	Justifying investments to board, competing capital demands, cost overruns	Deliver ROI models, cost breakdowns, and comparable case studies



## The Influencer Layer

- IT Operations Teams: Hold final say in 38% of cybersecurity purchases
- Compliance Officers: Essential for regulatory-heavy solutions
- Business Line Heads: Critical for underwriting, claims, and distribution solutions

## Multi-Stakeholder Buying Journey

**Stage 1: Ideation** → CIO + CRO define strategy; business line heads define use cases

**Stage 2: Evaluation** → CISO + IT Operations assess risk; compliance officers review governance

**Stage 3: Financial Validation** → CFO + Finance team approve; CIO validates feasibility

**Stage 4: Implementation** → VP Operations + IT leadership execute; business users adopt

## Critical Success Factors for Sales

- Map across all personas. Each requires distinct value propositions: transformation speed (CIO), risk reduction (CISO), compliance simplification (CRO), cost savings (Finance), operational efficiency (Ops).
- Lead with business outcomes, not features. Transformation speed, risk metrics, compliance gains, ROI, or operational efficiency—know which metric drives each stakeholder.
- Build value chain relationships early. Engagement with CRO, CISO, and IT Operations reduces sales cycles and strengthens deal security.
- Quantify ROI rigorously. One-third of tech investments are rejected for lacking clear ROI. Have metrics and case studies ready for financial stakeholders.
- Understand Market/Region nuances. Position as modernization accelerator, not point solution. Show how your platform navigates regulatory complexity while managing legacy system integration.

