

# Who Should Be Involved in the Segmentation Process?

At this point, identify the people who are crucial to your segmentation outcome and bring them in. The table below lists functional groups and their potential segmentation roles. Consider the functions of your own team and decide whether they should be a part of the exercise. If your organization is small and doesn't include all these functions, think about which team members may take on the general roles a segmentation requires.

## AT A MINIMUM

You'll need a project lead from strategy, marketing, or product development; support from at least one more junior-level person; and high-level buy-in from at least one senior executive.

FUNCTIONAL GROUP	PLACEMENT IN ORGANIZATIONAL STRUCTURE	POTENTIAL ROLE IN SEGMENTATION
Design and User Research	Generally part of product development. Occasionally placed under marketing or an independent department	Include in any exercise, especially if product adjustments are a possibility
Strategy	Generally works closely with CEO	Potentially leads segmentation. Include in any exercise, especially if broad strategic decisions are part of possible outputs
Marketing	Internal department	Potentially leads segmentation. Include in any exercise, especially if broad strategic decisions are part of possible outputs
Product Development	Generally led by a director of product development	Potentially leads segmentation. Include in any exercise, especially if product adjustments are part of possible outputs
Analytics	Generally part of product development, although some serve in marketing and strategy	Include if responsible for segmentation analytics
Sales	Internal department	Include senior-level staff if adjustments to sales process are possible, or if targeting potential outcomes
Information Technology	Internal department	
Customer Support	Internal department	