

# Redefined Dice customer base

Dice is the leading platform for businesses seeking technology professionals, encompassing nearly 70% of qualified technology professionals in the US.

To better align with client needs, research was conducted to deepen understanding of tech professionals and the clients looking to hire them. Six opportunities were identified to explore their potential impacts.

The research revealed that Dice's current definitions of "technology professional" were not fully aligned with industry realities. This mismatch highlighted an opportunity to update internal definitions to more accurately reflect the post-COVID landscape.

## Results:

- **Revising Dice's definition of "technology professional" to match the terms used by technology professionals and North American employers themselves led to the identification of an additional 3,100 potential clients for Dice.**

Output:

23

pieces of primary data/reports

63

secondary industry citations/sources

128

topics/question regarding tech professionals



### Research Findings Debrief

Summarized top-line discoveries, takeaways, and critical questions that remain



### Assessments [\(LINK\)](#)

Condensed assessment document containing key internal/external findings and observations



### Tech Pro Info Archive - Master File [\(LINK\)](#)

Comprehensive repository containing: 457 primary/secondary entries, source links, interview comments, data perceptions, figure references, questions, status

