

Mary



Age

35 to 44 years

Highest Level of Education

Bachelor's degree (e.g. BA, BS)

Social Networks



Industry

Manufacturing

Organization Size

50 - employees

Personal

Married

One 5 year old daughter

Lives south east London Zone 3

NRS Social Grade ABC1 (National Readership Survey)

Home owner

Car Owner

Job Responsibilities

Project Management

Their Job Is Measured By

Delivery of projects within budget and ontime, customer satisfaction

Reports to

Board

Goals or Objectives

Efficiency

Communication

Collaboration

They Gain Information By

Online blogs and articles

Facebook groups

Shared links from friends

Biggest Challenges

- Problem Solving & Decision Making
- Navigating Client Relationships & Communications
- Collaboration & Creativity

Preferred Method of Communication

- Phone
- Email
- Social Media
- Face-To-face

Media

Guardian Online

Radio 4 and Radio 6

Podcasts

Personality

MyerBriggs - ENFJ

A Protagonist (**ENFJ**) is a person with the Extraverted, Intuitive, Feeling, and Judging personality traits. These warm, forthright types love helping others, and they tend to have strong ideas and values. They back their perspective with the creative energy to achieve their goals.

Values

Family

Fairness

Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- Cloud-Based Storage & File Sharing Applications
- Email
- Invoicing Software
- Project Management

Hobbies

Enter text here

Holidays

Enter text here