**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * To be able to take care of his kids * To be the chief actuary of the company he works in | * Gambling * Has been emotionally weak since the passing of his wife * Finds it difficult to ask for help |
|  |  |
| **QUOTATION** | |
| **"A jack of all trades is a master of none, but often better than a master of one"** | |
| **NAME** | |
| Josh Sandler | |
| **AGE** | |  |  |
| 48 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Gets frustrated when his team loses a game * He feels like he sometimes does not do a good job as a single father * People who try to know about his private life | **BOOKS** |
| Male | | **Predictive modeling applications in actuarial sciences** |
| **LOCATION** | | **BLOGS** |
| Palmerston North, Highbury | | **Actuarial eye** |
| **OCCUPATION** | | **CONFERENCES** |
| Business Finance | | **Work conference calls with his team at work** |
| **JOB TITLE** | | **EXPERTS** |
| Actuary | | **N/A** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Masters Degree in Finance | | **The wall street Journal** |
| **ANNUAL INCOME** | | **WEBSITES** |
| $ 113,988 | |  |  | **Actuaries digital** |