DigiRAMP Personas

People around DigiRAMP



Who Why When

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# Michael Reich

Business leader in quite a few companies

Have since 2010 been engaged in the consultancy business as a management consultant and trusted advisor.

## Keywords:

* Humanities and business.
* Cross cultural co-operation (Asian/Western).
* Strong leadership.
* Change management.
* Restructuring of organizations and businesses.
* keeping it simple.
* Managing complex projects.
* Managing vendors.

## Meeting 07/12/2015

Agenda

* Introduction
* Max
* Michael
* DigiRAMP = Conduct business
* Backend
* Frontend
* Company
* Personas
* The deal CEO = 24% of the company

Resume

* Plan with milestones
* Burn rate
* Marketing plan