

Persona-CEO



QUOTATION

It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you'll do things differently." – Warren Buffett, CEO of Berkshire Hathaway

NAME

Bruce ryans

AGE

39

GENDER

Male

LOCATION

Auckland , nz

OCCUPATION

CEO

JOB TITLE

CEO

Highest Level of Education

a bachelor's degree in computer science and Business

ANNUAL INCOME:\$350,000

GOALS AND MOTIVATIONS

Success for the company
Empowering Employees
Money
developing an understanding of stakeholders' needs and motivations
Maintaining a healthy relationship with his work force

FRUSTRATIONS

Changes of plans if not needed
Lack of Communication
Deadlines Changing
Being told he can't change the plan
Budget changes
Number of People Abandoning Shopping carts

CHALLENGES AND OBSTACLES

Pressure to stay competitive in a rapidly changing industry
Finding and keeping top talent in a competitive job market
Managing the financial aspects of running a business
Balancing client demands with team workload and capacity
Lack of time
Customer data analytics/How many customers are we Losing

SOURCES OF INFORMATION

BOOKS

Business Books, Tech Books, how to be a CEO 101

BLOGS

A list Apart, CEOWORLD Magazine

CONFERENCES

TED Talk

EXPERTS

Marques Brownlee

MAGAZINES

Times, Creative bloq, awwwards, Graphis

WEBSITES

