**Persona-CEO**

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|  |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Success for the company  Empowering Employees  Money  developing an understanding of stakeholders' needs and motivations  Maintaining a healthy relationship with his work force | 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 |
|  |  |
| **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 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 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 | **BOOKS** |
| Male | | **Business Books, Tech Books, how to be a CEO 101** |
| **LOCATION** | | **BLOGS** |
| Auckland , nz | | **A list Apart, CEOWORLD Magazine** |
| **OCCUPATION** | | **CONFERENCES** |
| CEO | | **TED Talk** |
| **JOB TITLE** | | **EXPERTS** |
| CEO | | **Marques Brownlee** |
| **Highest Level of Education** | | **MAGAZINES** |
| a bachelor's degree in computer science and Business | | **Times, Creative bloq, awwwards, Graphis** |
| **ANNUAL INCOME:$350,000** | | **WEBSITES** |