



# Strategic Matt

## Background:

- Enjoys playing games with friends
- No university education, but has a high school education
- Works as a voice actor
- Married with no kids
- Dungeon Master with 10+ years of experience

## Demographics:

- Male, 41 years old
- Dual family income of \$100,000
- Lives in a suburban community

## Identifiers:

- Creative personality
- Often is the one to bring his friends together for game nights
- Expert Dungeon Master
- Puts a lot of effort into his campaign designs, often spending weeks or months