



## ***Victoria Penridge***

**Age:** 54

**Occupation:** VP Insurance Company

**Number of years in that position:** 6 years, this is her highest position she has been with the company for 10 years and worked her way up.

**Income (not household):** \$168,000

**Marital Status:** Married at the age of 32

**Children:** One son (in college now), who she had when she was 35

**Education:** 4 year private university (NYU); majored in business

**Motivations:** She has worked hard, and earned her way to a top position in the company. Her own ambition, and desire to achieve near perfection have always motivated her to work harder. Her friends call her a workaholic, but she kind of likes that. She wants to be respected, noticed, and beneficial.

**Car:** She owns a black Tesla, even though she only really uses a handful of the features, she liked the way it looked and felt to drive.

**Fashion Style:** Her husband has come to expect the boxes that end up on their doorstep from Ann Taylor, Black and White Market, and anything Macy's. When she was in her 26, she got her first Coach bag, and though she still has it in her closet, she now selects from her 15 carefully selected and stored bags. She's hoping that hubby will take a hint and buy her that rose gold rolex for Christmas.

**Instincts:** She trusts her gut and wants respect. She is not against innovation, but she really cares about results. She identifies with other individuals like her: she's a fighter.



## ***Marshall Kingsley***

**Age:** 63

**Occupation:** Senior VP

**Number of years in that position:** 25 years with no retirement in sight

**Income (not household):** \$275,000

**Marital Status:** Married twice; children from first website

**Children:** 2 daughters both in their 30s; one is married with a child

**Education:** Went to a 4 year State School in New Jersey; majored in mathematics and business law

**Motivations:** He was the first generation in his family to go to college. He admires his dad and grandfather, they were both hard working men. His dad worked two factory jobs to get his family by. He wants to honor their legacy and make them proud. Pushes himself and his family.

**Car:** Drives a Silver Lexus.

**Fashion Style:** Lives in his suit. Wears what his wife gives him to wear. Uses the dry cleaners frequently for his business clothes. Very rarely wears jeans, and doesn't try anything too crazy, but he does love His football jersey and his EZboy (although it's leather).

**Instincts:** Very traditional. Likes a go-getter. He places a high value on professionalism. Has difficulty with technology, but is trying to learn as much as he can to stay current.