



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 few of the features.

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.