

Full Name

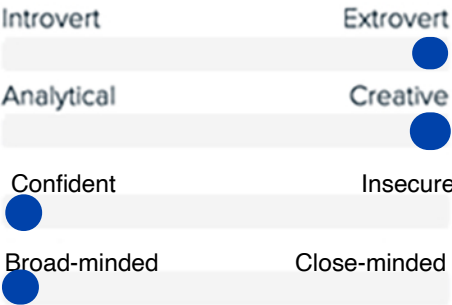
David Johnson



“You got to make the most of your life”

Age: 28
Work: CEO at a Tech Startup
Family: 1 wife and 2 kids
Location: Seattle, WA
Character: An adult male who like to run

Personality



Goals

- Spend time to do hobbies
- Be active in family life
- Make plenty of friends
- Do well at the company

Frustrations

- Overwhelming pressure at job
- Less time to enjoy his family
- People not following up
- Other conditions affecting his hobbies

Bio

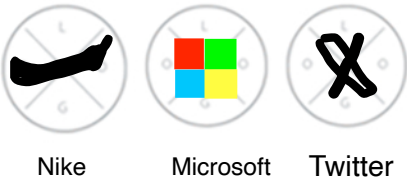
David Johnson is a 28 year-old CEO at his own Tech Start-up company called TechWorks. He is currently married to his wife Sarah and has 2 kids named Adrianna and Sylvia. David loves his family but the pressures of his job force him to miss out on little events his girls go through. In David’s spare time from work, he likes to run in order to blow off steam. David is very extroverted because he likes to make many friends. But they do not follow up with David which makes him frustrated.

David is very creative because he can think of ideas within minutes. These ideas led to David starting his company in college that makes different innovative products. David likes to expand his mind through traveling, learning about other cultures, and being broad-minded when opening his views.

Motivations



Brands



Preferred Channels

