

## Stakeholder Persona



Name: Sarah Williams

Role: Project Manager (Stakeholder)

Age: 42

Occupation: Senior Project Manager at a Tech Company

Tech Proficiency: High

Location: Suburban

### **Bio**

Sarah is responsible for overseeing the implementation of new tools within her team. She collaborates with multiple departments and evaluates tools based on how well they align with business objectives. Sarah needs to ensure that projects stay on time and within budget while meeting user needs.

### **Goals**

Ensure the project delivers measurable business value.

Balance the needs of the end-users and business requirements.

Minimize project risks and delays.

### **Pain Points**

Managing stakeholder expectations and ensuring alignment.

Resistance to change from team members during implementation.

Juggling tight deadlines and limited resources.

### **Motivations**

Successful project delivery with positive user adoption.

Recognition for driving innovation and improving processes.