



**Name:** Robert Rossi

**Age:** 47

**Occupation:** Legislative Lead at EU

### Bio:

Robert is the legislative lead at the European Commission, overseeing all the new policies in the EU.

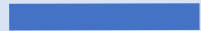
He is an experienced leader and with over 20 years of experience, he now implements and manages new policies for the EU.

The health of Europe is his priority and he wants to ensure that all nations are equipped with the best regulations for economic development.

### Personality

Extrovert

Introvert



Analytical

Creative



Passive

Active



Thinking

Feeling



### Devices

**Laptops** – He needs this to work, collaborate with others.

*Very Familiar* accessing web apps and software from laptops

Est. Usage: 5 hours per day

**Smartphone** – He needs to communicate with his family and colleagues  
*Limited familiarity* using the phone for work purposes. Robert uses the phone mainly to communicate and text

Est. Usage: 4 hours per day

### Goals

1. Remove any laws hindering economic development
2. Promoting Equality across all the European Nations
3. Implement successfully all the new laws by 2030
4. Work on the new set of legislations for all the future trends for different sectors (i.e. data, AI, healthcare)
5. Providing a solution from a law perspective to Europe's top challenges

### Motivations

- Having a meaningful contribution to his continent and country.
- Improve the economic situation of the nation he comes from
- Keep building a successful career
- Being more helpful and impactful to his team and his manager
- Avoiding being exposed to negative results by the press about EU initiatives, especially from the legislation side
- Increasing the visibility and the responsibility of his job by gathering great feedback

### Pain points

1. Lack of specific data when making a decision
2. No measurement over the policies he adopts – he would like to improve his impact but does not have any methods to measure his impact
3. Data Fragmentation – The data he uses is scattered around different websites and papers. He would like an all-in-one platform easily accessible
4. Struggles to motivate his business decisions. He has difficulties using data to clearly explain to the press and his manager the policies he wants to implement

### Internet/App use

World Economic Forum  
Consultancy Reports  
Power BI Reports  
Excel Online – OneDrive  
Newspapers  
The Economist and FT Applications