

Mark Smith

age: 45

residence: Charlotte, NC

education: BSCS

occupation: Senior Software Dev

marital status: Married with 1 kid



I prefer to spend my free time camping with my family, but also enjoy happy hour with colleagues.

Work from home, eats dinner with family every night. Watches football every Sunday with friends and family.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Meaningful work that he feels a part of, as well as solid family structure.

Needs

- To be involved with development
- Up to date on latest technology
- Community involvement

Wants

- Work/life balance
- Quality time with family and friends
- Memories over possessions
- Passive Income

Values

- Attention to detail
- Honesty, Wisdom, Integrity

Fears

- Economic downturn
- Living an unfulfilling life
- Missing out on child's events
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