



**NAME** \_\_\_\_ Simona \_\_\_\_ **INDUSTRY/SEGMENT** \_\_\_\_ Pharmaceutical \_\_\_\_  
**JOB TITLE OR FUNCTION** \_\_\_\_ Project Manager Level II \_\_\_\_ **REPORTS TO** Director of PMO  
**AGE** \_\_\_\_ 34 \_\_\_\_ **EDUCATION** \_\_\_\_ MBA \_\_\_\_ **YEARS IN THIS JOB** \_\_\_\_ 8 \_\_\_\_  
**TECHNOLOGY USED** \_\_\_\_ Azure DevOps, Jira, Google docs, Office 365, MS Surface, iPhone 11, MS CRM \_\_\_\_  
**TECHNICAL PROFICIENCY**  
 Novice \_\_\_\_ Proficient \_\_\_\_ Expert \_\_\_\_ X \_\_\_\_

## Situation

A typical day in the life of your persona

Simona lives in Buenos Aires, Argentina with her boyfriend of 3 years. She works for a mid-sized pharmaceutical company. She is one of a team of five that reports to the Director of the Project Management Office (PMO). She's been with her organization for almost 8 years and is currently leading one of her organization's more complex project, focused on consolidating systems and data across operating groups.

In addition to her job, she is a committed volunteer at her local PMI chapter. She has offered to take the lead in building out a mentoring program within her chapter because they currently don't have one. She didn't have a mentor to help her navigate her career, but there were people along the way that provided guidance to her when she needed it (her former manager and the PMI chapter Vice President). She also wants to see her chapter grow and wants to attract "new blood" into the membership. Her biggest challenge is to find volunteers to participate in the chapter's mentoring program.

In between her work and volunteer commitments, she loves to run and tries to squeeze in 3-4 runs per week.

English is her second language.

A typical interaction with your product

Simona has been with her local chapter for four years now and is always willing to volunteer for projects within her chapter. Simona's chapter has been talking about developing a mentoring program, however, because their chapter is small and has few resources, the chapter hasn't been able to get one up-and-running. There is a big need for mentoring in her region as there are many "next gen" and up-and-coming project managers who are looking for guidance. However, finding mentors to participate has been the biggest challenge. Simona has raised her hand to take the lead in creating a program for the chapter.

A perfect day

Simona was able to remove a major roadblock today in progressing her project. As a result, she can leave work on-time and begin working on her mentoring program. She's researching what other chapters have done so she can borrow concepts and not have to re-invent the wheel. In the meantime, she's put the word out within her network and at work to begin recruiting mentors and some mentees to participate in a pilot version of her proposed mentoring program.

## Top of Mind Issues

- Developing her own leadership skills to leverage at work
- Giving back to her community by putting together a program that she wishes she had when she was younger and starting in her career
- How to attract mentors with breadth and depth in various industries and topic areas to meet the needs of mentees looking for mentor guidance

## Other Information

What they read online and offline; member associations

- She is a member of PMI and her local chapter
- She's an active volunteer within her chapter and is usually the first one to raise her hand when an opportunity arises to help the chapter
- She reads PharmTech to learn more about up-and-coming trends in pharma technology

Budget approval levels and ROI expectations

She has limited purchasing power at her organization, but is a major influencer in the buying process.

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

- Her motivation is intrinsic and she wants to grow and hone her leadership skills by taking on more and more challenging projects
- She has first-hand experience on how members of her chapter helped her navigate her career and provided helpful advice. She wants to help others gain that access to others with key knowledge.
- Simona is a salaried employee and is able to take advantage of the organization-wide bonus program

Written By \_\_\_\_\_ Kerry Brooks \_\_\_\_\_ Date \_\_\_\_\_ 1/25/21 \_\_\_\_\_