NAME Mary Jane_____   **INDUSTRY/SEGMENT** Aerospace_____

JOB TITLE OR FUNCTION Program Manager_____   **REPORTS TO** ____CIO___

AGE 36____ EDUCATION BS (MIS)_____   **YEARS IN THIS JOB 14_____**

TECHNOLOGY USED iphone, Google Apps, Slack, Inhouse tools_____

TECHNICAL PROFICIENCY

Novice _____   Proficient ___**X**_____   Expert _____

Situation

A typical day in the life of your persona

Manages IT Programs with a budget of $100 million. Day spent managing programs for CIO; on phone with internal PM resources and external users via Slack, Gmail, extensive use of Phone and apps on the phone to communicate and collaborate

A typical interaction with your product

Uses our product to communicate with internal and external users using our mobile phones, accessories, network and services. Need to ensure that employees are able to return devices and accessories to TelCo easily.

A perfect day

When every application is showing green light and ability to communicate with others.

Top of Mind Issues

How can I help my end users (1000's of them) to return a product to TelCo. How Can I sync the different systems internally and externally?

Other Information

What they read online and offline; member associations

CIO Magazine; PMP

Budget approval levels and ROI expectations

$10Mn; ROI of 25% of IT projects

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

Projects delivered on time, every time results in bonuses.

Written By _Vijay Seshadri_____ **Date** __4/18/2022_____