

# Patrick Elrod



*I love to hike with my dog*

## Demographics

Age: 49

Gender: Male

Marital Status: Married

Income: \$244,000/yr

Location: Norway

## Defining Traits

1. Motivated
2. Creative
3. Thoughtful

## Professional Background

### Education

BA Human Resources, MBA, University of Florida

### Company / Job Title

Department Supervisor

### Work Experience

Served in the military before going to college. After college, worked at Blizzard for 10 years, moved to Norway and now works American Airlines

## Personal Preferences

### Interests

Plays drums in a band with friends  
Loves Seinfeld  
Likes to make his own ice-cream  
Snowboards

### Favorite Brands & Products

Android/Windows: Windows Pc's and laptop's, android phone's  
The North Face  
Frito Lay

## Psychographics

### Values

Family, travel, integrity, and positivity

### Goals

Visit every continent

### Challenges & Frustrations

Frustrated with his mother-in-law

## Communication Style

Casual

Professional

General

Technical