

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