

# Sophia



## Job Title

**Self-employed CEO**

## Age

**35 to 44 years**

## Highest Level of Education

**Some college, no degree**

## Social Networks



## Industry

**Food & Beverage**

## Preferred Method of Communication

- Phone
- Email
- Face-To-face

## Tools They Need to Do Their Job

- Reporting Software
- Email
- Word Processing Programs

## Job Responsibilities

-CEO  
-Catering

## Their Job Is Measured By

Revenue generated

## Reports to

Themselves

**Organization Size**

**Self-employed**

### **Goals or Objectives**

A website for her restaurant for advertisement and online ordering service.

### **They Gain Information By**

Looking for programmers by viewing their personal websites.

### **Biggest Challenges**

- Resources
- Navigating Client Relationships & Communications
- Communication