

# **Project Pete**

## **Background:**

- Project Manager
- Married with one child
- Former Military Member

## **Demographic:**

- Male, 38 years old
- Single Family Income: \$120,000
- Currently is managing three projects

## **Identifiers:**

- Likes to be involved
- Understands project management theory
- Always looks to ensure the project is on time.



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# Assistant Anne

## Background:

- Master's in Business, University of San Diego, 2006
- Project assistant for 10 years
- Married with two children

## Demographic:

- Female, 35 years old
- Eager to advance to the management level.

## Identifiers:

- Business Savvy
- Values staying on budget
- Team oriented
- Does extensive research before committing to contract



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# **Stakeholder Steve**

## **Background:**

- Master's in Finance, Harvard 1998
- Married with 3 children
- Owner of 67 properties, commercial and residential

## **Demographic:**

- Male, 50 years old
- Single income \$500,000
- 25 years in residential expansion
- Lives in custom built home, Valley Center, CA

## **Identifiers:**

- Interested in knowing how the project is progressing.
- Highly visible in development conferences
- Possibility of long term contract for future projects

