

# Isabela

AGE 46

OCCUPATION Financial Controller

STATUS Married, no children

LOCATION San Diego, CA

TIER Global Professional

ARCHETYPE Multicultural

Ambitious

Admired

Focused



"I grew up in the Paris of South America, looking up at tall, ornate buildings and sipping tea in centuries old cafes. Even when the walls seemed to be falling down in our country, we all helped one another make it through the difficult times. As our forefathers, we appreciate music, art, the melancholy of a tango. Culture cannot be

## MOTIVATIONS

Open-mindedness

Sophisticated

Multi-talented

foreign film aficionado

digitally adept

Social versatile

## GOALS

- To pay for her dad's medical care
- To retire with her husband within 10 years
- To become the CFO at her company

## FRUSTRATIONS

- The Argentine government and corruption on her family in Buenos Aires
- Instability any sort
- Wrinkles

## BIO

Isabela was born in Salta, Argentina and moved to Buenos Aires with her family when she was a child. She attended college in San Francisco, California before settling in San Diego. She grew up with economic instability but also with culturally well-versed friends who regularly got together to share dinner, yerba mate, attend concerts, and go to movies. San Francisco was a natural fit for her after living in Buenos Aires, a major cultural hub in Latin America. She loves the bohemian feel of her Mission Hills neighborhood and has a group composed of people from all over the planet. She looks forward to annual visits to Argentina and outings with her husband and friends.

## PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

## TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

Audi

Coca-Cola

SONY

PreSonus