

Bill Johnson

age: 48

residence: Nashville, TN, United States

education: Bachelors in Marketing

occupation: Senior Product Marketing Manager

marital status: Single



A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Establish a higher level of authority within his company

Needs

- To increase brand awareness
- To increase market share
- To manage the marketing department's budget
- To identify new markets and customers
- to conduct market research

Values

- Critical thinking and problem-solving skills
- Great communication skills
- Good teamwork skills
- Adaptable

Wants

- To grow a strong reputation within his company
- To get a promotion
- To earn enough to retire
- To go out with friends

Fears

- Spiders
- Darkness
- Women