



Mark Simons, age 40, Toronto, ON
Scotiabank, supporter, Corporate partner rep,
money/no time, company has an interest in
supporting mental health

Bio/Background
Mark is the Manager of Employee Engagement at Scotiabank, and has been tasked with finding a charity his company can support through employee giving initiatives. Mark would like to choose a company with a focus on mental health, as his nephew suffers from mental health issues. At the same time, he wants to improve workplace profile

Personality:
Introvert
Intuition
Thinking
Judging

Brands:
Social platform: Facebook, Twitter
Hobby/Interest: Golfing
Restaurant: The Keg
Clothing: Frank & Oak

Goals/Motivations/Wants
Motivated by positioning
Urgency
Needs evidence & convincing
Wants to please upper management

Frustrations/Barriers
Has never heard of Kids Help Phone
Doesn't have a lot of time to research

Tech savvy

