



Ashley Chadha @ Slaight FF

Executive assistant. age 36, Supporter, major donor rep, money/time, represents individual who has an interest in philanthropic giving

Bio/Background
Ashley is the Executive Assistant to Donna Slaight. Donna has announced that the Slaight Family Foundation will be making a substantial gift to the youth mental health sector in 2017, and Ashley is researching suitable charities.

Personality:
Extrovert
Intuition
Thinking
Judging

Brands:
Social platform: Facebook, Pinterest
Hobby/Interest: Travelling, yoga
Restaurant: Starbucks, Westlodge, King West
Clothing: Guess, Coach, French Connection

Goals/Motivations/Wants
Motivated by positioning
Urgency
Needs evidence & convincing

Frustrations/Barriers
Saturation in sector, overwhelmed

Tech savvy

