

Elon Musk's Persona



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|-----------------|-------------------------------------------------------------------------------------|
| Persona name | Elon Reeve Musk |
| Persona role | Ceo and Entrepreneur |
| Job description | CEO and founder Tesla, SpaceX, Neuralink, The Boring Company and Archery Australia. |

Company

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|--------------|-------------------------------|
| Company name | Tesla |
| Company size | 127,855 |
| Industry | Automotive and energy company |

Demographic information

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|-------------------------|--------------------------------------------|
| Age | 51 |
| Gender | Male |
| Networth | \$196.0B |
| Education level | Bachelor's degree in physics and economics |
| Residential environment | N/A |

Personal quote

When something is important enough, you do it even if the odds are not in your favor.

Biography

Born in South Africa, Elon Musk studied in the U.S. before becoming an entrepreneur. He co-founded Zip2 and [X.com](#) (later PayPal), and later established innovative companies SpaceX, Tesla, Neuralink, and The Boring Company. Elon Musk has recently bought the Archery Australia where he will represent himself as a new CEO of Australia Archery club.

| Professional goals | Motivators |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Promote sustainable energy with electric vehicles• Space traveller• Bring sport to space | <ul style="list-style-type: none">• Driven to address humanity's critical issues through innovative technology |
| Challenges | Sources of information |
| <ul style="list-style-type: none">• Balancing multiple roles and responsibilities.• Ensuring financial stability and profitability for his companies. | |