

# Fermin



## Job Title

Businessman

## Age

35 to 44 years

## Highest Level of Education

Master's degree (e.g. MA, MS,

## Social Networks



## Industry

Food & Beverage

## Organization Size

11-50 employees

## Preferred Method of Communication

- Phone
- Email
- Face-To-face

## Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- Content Management Systems
- Email
- Project Management
- Reporting Software

## Job Responsibilities

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## Their Job Is Measured By

leads generated, business growth, staff capacity and community

## Reports to

He's the boss

## Goals or Objectives

Increase visual communication for projects and create engagement

## **They Gain Information By**

On the field

## **Biggest Challenges**

- Collaboration & Creativity
- Communication
- Navigating Client Relationships & Communications