

# JACKSON MCCLEARY

**AGE** 37  
**OCCUPATION** Network Infrastructure  
**STATUS** Married  
**LOCATION** Dallas, TX  
**ARCHETYPE** Entrepreneur

Well Organized

Busy

Perfectionist

Curious



*Quotes: "History is where we learn for the future."*

## BIO

Jackson is an IT Professional who has a passion for history and heritage. He went resort diving and became fascinated with wrecks. Because of a genealogy class, he found out he has family that were merchant marines and some of whom were lost at sea. Jackson would like to combine these into a trip to Ireland

## MOTIVATIONS

Finding Wrecks and History

Learning from the past

Find specific information

Genealogy

New Dive Locations

## GOALS

- To find wrecks to dive in Ireland.
- Looking for a specific wreck.
- To dive as often as possible

## FRUSTRATIONS

- Bad or inaccurate information.
- Trouble filled interface

## TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

## BRANDS



## PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving