Name: Kasper Nielsen (most popular male name for children born in 1987, acc to statbank)

Age: 32 (not too old to be disconnected from youth, but old enough to have experience)

Hobbies:

Nationality: Danish (Danish promoter looking for Danish artist)

Job: Music Promoter

Personality: Ambitious, Head strong

Likes: Football (a sixth of Denmark sport clubs are football, acc to statbank), classic rock

Profile: Kasper is a Danish music promoter who is always looking for new talent and ways to expand. Lately he’s been booking for more outdoor events and he’s struggling to find artists who fit in a natural environment.

Quote: “I want to have a larger reach in my work”

User Goals: Hear Deas music  
 see if she fits the “vibe” of an event  
 familiarize himself with Dea as a potential client

Business objectives: Get him interested in Dea  
 have him book her for an event or project

**SOURCES:**

First name: <https://www.dst.dk/en/Statistik/emner/befolkning-og-valg/navne/navne-til-nyfoedte>

Sports orgs: <https://www.statbank.dk/statbank5a/selectvarval/define.asp?PLanguage=1&subword=tabsel&MainTable=IDRAKT01&PXSId=209181&tablestyle=&ST=SD&buttons=0>

Last name: <https://www.dst.dk/en/Statistik/emner/befolkning-og-valg/navne/navne-i-hele-befolkningen>