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| Name - Craig Lawson | | A person with his arms crossed  Description automatically generated with low confidence Photo by Italo Melo: https://www.pexels.com/photo/portrait-photo-of-smiling-man-with-his-arms-crossed-standing-in-front-of-white-wall-2379004/ |
|  | |
| Age (approx.) | 36 |
| Sex | Male |
| Group – Manager | |
| Background and description | | |
| *For a couple of years, ago worked as a lead developer, now moved to a management position. Married with two children, developing an unexpected passion for gardening since moving to a new house. Attending conferences allows him to meet up with old colleagues and keep to date with innovations* | | |
| Motivation | | |
| *More open-minded than some of the traditional DBA’s or programmers. Since they are attending the session, something has caught their imagination, and they are interested to see what they might get from this session.* | | |
| Abilities | | |
| *Moderately/highly data literate* | | |
| Technological expertise | | |
| Able to read and write a wide variety of different computer languages. | | |
| Goals for this attendee | | |
| Show ways in storytelling can help achieve business goals that show just simple factual data would not. Consider how the techniques can be applied to business as usual when they return to the office again. | | |