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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/ |
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| Age (approx.) | 36 |
| Sex | Male |
| Group – Manager | |
| Background and description | | |
| *They worked as a lead developer for a couple of years and have now moved to a management position and married with two children. Now developing an unexpected passion for gardening since moving to a new house. Attending conferences allows him to meet up with old colleagues and keep up to date with new 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 in seeing 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 | | |
| Given some of the conversations at the managerial level, he is aware that not all visualisations are easy to understand. There have been some that, at first glance, are somewhat confusing. He is looking to see what tips and hints can be picked up for further research for the reporting team. | | |