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| Name – Frieda Marshall | | A person with her arms crossed  Photo by <a href="https://unsplash.com/@wocintechchat?utm_content=creditCopyText&utm_medium=referral&utm_source=unsplash">Christina @ wocintechchat.com</a> on <a href="https://unsplash.com/photos/crossed-arm-woman-smiling-lFntEHwQvi4?utm_content=creditCopyText&utm_medium=referral&utm_source=unsplash">Unsplash</a> |
|  | |
| Age (approx.) | 39 |
| Sex | Female |
| Group – Chief Executive | |
| Background and description | | |
| As the Chief Executive Officer (CEO), Freida makes major corporate decisions. She manages the organisation's overall operations and resources. She acts as the main point of communication between the board of directors, corporate operations, and the company's public face. | | |
| Motivation | | |
| *Confirm that the remote working policy does not impact profitability. Review current processes and deliver the targets set by the board at that last annual review. Make sure that she and the company will get the next quarterly bonus.* | | |
| Data Literacy | | |
| *Data literate has an eye for detail, originally graduated with a Business Accounting / Marketing MA, and recently finished an MBA.* | | |
| Graphical Literacy | | |
| Comfortable with more standard business visualisations, willing to learn new visualisations only if they can be shown benefit. | | |
| Technological expertise | | |
| Very comfortable using technology with no specific programming knowledge other than Excel formula and VBA | | |
| Goals | | |
| Is the company on target to achieve financial and business goals set by the board?  Are we dealing with customer complaints with the company SLA's | | |