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| Name – Susan Simpson | |  |
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| Age (approx.) | 41 |
| Sex | Female |
| Group – Business Unit Manager | |
| Background and description | | |
|  | | |
| Motivation | | |
|  | | |
| Data Literacy | | |
| *Medium* | | |
| Technological expertise | | |
| Nothing specific they view computers as support the business unit to devliver profit | | |
| Goals | | |
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