|  |  |  |
| --- | --- | --- |
| 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 and corporate operations, as well as the company's public face. | | |
| Motivation | | |
| *She is interested in seeing how the speakers will communicate the topics. See if there is anything that they could use when speaking to clients. To quote the title of one of her books, "Steal Like an Artist."* | | |
| 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 detail with customer complaints with the company SLA's | | |