

Brian Weis

age: 50

residence: Los Angeles, CA

education: BS Business Management

occupation: VP at Amazon

marital status: Married with kids

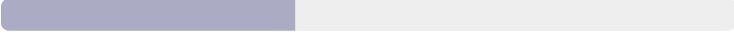


"Hard work breeds success"

Spends a lot of time at work but wants to play and enjoy his time with his kids and wife when he gets home

Comfort With Technology

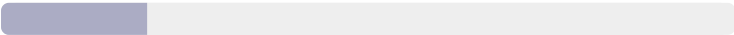
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To balance work and home life
- To do well at work

Values

- Punctuality
- Honesty
- Hard Work

Criteria For Success:

Needs to make a difference at his job and cultivate a successful team

Wants

- An annual raise
- His family to love him
- His employees to respect him

Fears

- Missing a meeting at work
- Not spending enough time with his kids
- Getting fired