George McEneaney



Demographics

Age: 65

Gender: Male

Marital Status: Married

Income: 60,000 euros/year

Location: Sligo

→ Defining Traits

- 1. Determination
- 2. Innovative
- 3. Energetic



Professional Background

Education

High School

Company / Job Title

Progressive Genetics

Work Experience

After graduating high school, I decided to return to farming and help my father with his dairy farming. During my career I met experienced and successful farmers and now I am on a mission to bring the knowledge and our dairy farming products to the agri sector.

Personal Preferences

Interests

Farming, Country Side travelling, Irish music

Favorite Brands & Products

Adidas, Nike.



Revelographics

Values

Efficiency, responsiveness and clear communication, work-life balance

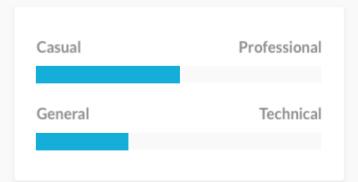
Goals

Expand our business and sell our products to agri sector by increasing awareness

Challenges & Frustrations

Lack of ability to hire freelancers on my own to create videos, graphics, ads for my products

Communication Style





Lilian Fernando



Demographics

Age: 40

Gender: Female

Marital Status: Single

Income: 50,000 euros/year

Location: Co.Meath

→ Defining Traits

1. Self-motivated

2. Creative

3. Enthusiastic

Professional Background

Education

M.S. in farm management

Company / Job Title

Sales Representative, Lemken

Work Experience

After graduating with a master's, Lilian began her career in local food farm as a assistant farm manager and worked for 10 years. She then became sales rep at her Lemken for six years now and promoting new innovative technologies into farming.

Personal Preferences

Interests

Cycling, kayaking in Lake Travis, comedy shows, fine dining with friends, volunteering at the local animal shelter

Favorite Brands & Products

Adidas, H-E-B, Garmin, Keurig, Magic Bullet Blender, Fitness, SoulCycle

Revelographics

Values

Efficiency, responsiveness and clear communication, work-life balance

Goals

Grow innovative farming methods online presence through blogging and social media outreach

Challenges & Frustrations

Lack of time to write, difficulties finding competent freelancers

Communication Style

