

# Matt



## Job Title

VP of Quality Control

## Age

35 to 44 years

## Highest Level of Education

Some college, no degree

## Social Networks



## Industry

Food & Beverage

## Preferred Method of Communication

- Social Media

## Tools They Need to Do Their Job

- Content Management Systems
- Email
- Employee Scheduling Software
- Project Management

## Job Responsibilities

Managing the microbrewery, their social medias, and making customers happy, insuring quality.

## Goals or Objectives

To provide fresh lager and ale to their up and coming community in Arkansas, providing to local concert venues, parks, and local night life. ,

## Their Job Is Measured By

Revenue Generated, Smiles Created

## Reason for needing application

Going back for college degree because he cannot legally run his business right now, has no prior knowledge. Will need to get around campus, and is very easily confused.

