



## MARK THOMPSON

Mark has been working in the manufacturing industry for over 25 years. He started his career on the shop floor and worked his way up through various managerial roles. He deeply understands the industry and is well-respected among his peers for his expertise and leadership skills.

### Demographics

- Age: 50
- Gender: Male
- Occupation: Vice President of Operations
- Annual Income: \$300,000
- Marital Status: Married, two children

### Geographics

- Country: United States
- City: Chicago, Illinois

### Psychographics

- Mark is tech-savvy
- He makes time for hobbies such as golfing and traveling with his family
- Actively participates in industry events, executive forums, and networking groups

### Goals

- Increase operational efficiency and productivity within his corporation
- Streamline the supply chain process to reduce costs and improve profitability

### Pain Points

- Concerns about the impact of economic uncertainty on the industry
- Pressure to deliver results and meet tight deadlines

### Key motivators

- Cost-effectiveness
- Reliability
- Long-term partnerships
- Reputation and Trust
- Innovation

### Preferred channels

- LinkedIn
- Email
- Industry Conferences
- Personal Meetings
- Executive Forums