



Amaia

Marketing Manager

ABOUT

- Marketing Manager with 3 direct reports
- Large broadband company
- 34 years old
- Married with 2 year old daughter
- Lives in Wellington
- Predominantly working from home

PAIN POINTS

- Siloed business units makes it hard to collaborate
- Ever changing business landscape/ competitive market
- Time poor - high demands at work and home
- Dealing with performance issues from one team member
- Missing connection with her team/ unsure how to foster this virtually in her team

GOALS AND MOTIVATIONS

- Wants to help the company gain market share
- Being an inspiring and competent leader for her people
- Be well connected in the business

DELIGHTERS

- Thrives on challenges
- When tech 'just works'
- Likes to work at pace and enjoys the company of others that keep up with her
- Working with people she can learn from
- Creating something that engages the market