

Persona # 3

➤ Meet: David Morgan

- Travel Manager at *Company X* (a tech company) based in Seattle
- His job is to make sure his corporate travelers have a great experience at the same time he needs to make sure the travel budget from *Company X* is projected and used in the correct way.
- Passionate about geography and math's
- Every week he generates a report on travel expenses, which includes cost of ticket, hotels, ancillary services, etc
- *Company X* is in the middle of their digital transformation

Make his work DIGITAL!

