Secondary/Decision Maker – Michael Jerrell – IT Engineer

IT engineer with 22 years industry experience.

" 'Systems' are what I do."

Personal Characteristics

- 41-year old IT engineer from Smyrna, GA. Married with 4 sons.
- B.S., Business Administration, Minor: Psychology; Kennesaw State University 1986
- Mini resume:
  - IT Engineer - 1995 – 2005 Worldspan, L.P., Atlanta, GA Primary support contact for automated menu systems product designed and supported by the Development Center. Key developer and Internal Consultant on web development in the IBM VM environment. Extensive knowledge and experience in troubleshooting problems reported via the Development Center Defect Reporting System. Designed menu systems to support applications development for Delta and Northwest Air Lines, Expedia, HotWire, Priceline, and other customers. This IBM VM based automation streamlines the otherwise manual implementation processes for the applications programming staff. Organized and chaired Systems Software Web Development Committee. Designed, implemented, and maintained Intranet web pages for Systems Software, VM, Unix, Database Analyst (PDDDS), and Development Center groups. Mentored team members and customers in web techniques.   Provided programming and general user assistance for Microsoft Front Page web development.   Liaison to Worldspan Security Working Group for Systems Software Support. Evaluated and recommended software for various platforms (MS Office, MS Front Page, Lotus Notes, Web search, development and graphics tools). Facilitated "brown bag" informational sessions presented to programming and managerial staff. Wrote technical documents and facilitated user training for products supported by Development Center.
  - Senior Systems Programmer Analyst - 1982 – 1994 Delta Air Lines, Atlanta, GA Responsible for planning, coding, testing, and implementation of computer software in several computer platforms, operating systems and languages. Developed, tested, and installed applications for Delta's RES and OSS TPF mainframe environment. Automated implementation process for TPF program loads. TPF Systems Support representative to CAP Menu design and development committee.
- Proficient in REXX, Pipes, CMS, Execs, Xedit, MVS JCL, HTML, JavaScript, Java Applets, CSS (Cascading Style Sheets), CGI (Common Gateway Interface), MS Front Page, and MS Image Composer.
- Would like to move into a systems architect role someday.

Work Environment *(Need to finish defining what he does at JK)*

- JK Enterprises is a large enterprise conglomerate with 300,000 employees.

- Mr. Jerrel is part of the team of 7 that manages the main production servers at JK headquarters. These include servers used by the executive group, marketing and HR.
- TYPICAL DAILY TASKS (EXPECTATIONS, DECISION FACTORS, PAIN POINTS)
- DELIVERABLES AND SUCCESS CRITERIA [OPTIONAL]
- OTHER ACTIVITIES (DECISION FACTORS, BARRIERS/PAIN POINTS)
- INTERACTIONS (RELATIONSHIPS, INFLUENCERS, ADVISORS)

Goals *(Need to define his goals)*

- PROFESSIONAL GOAL (1)
- PROFESSIONAL GOAL (2)
- PROFESSIONAL GOAL (*n…*)

Why this Persona?

- Mr. Jerrel represents one of the types of people called in to consult when customers are evaluating our software
- Mr. Jerrel also represents one of the types of people who participate in installing and creating applications with our software.