Tom Gunderson

Friendly **Dedicated**

Reputable

Age: 60
Work: Field Adjuster
Family: Married
Location: Jacksonville, FL
Character: The Provider

Existing Adjuster
(Has 34 licenses)

Motivations

Compensation

Consistency

Training

Goals

- To work towards retirement
- To have freedom in his schedule
- To see postive impacts from his work

Frustrations

- Rapid technology changes
- Physical deterioration due to age
- Lack of replacements

Personality

Introvert — Extrovert

Analytical — Creative

Loyal — Fickle

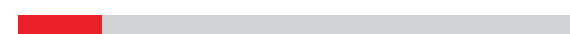Passive — Active

Preferred Channels

Email

Mobile

Social Media

Apps/New Technology

Bio

Tom Gunderson is a 60-year-old field adjuster who's been on the job for 35 years. He lives in Jacksonville, Florida with his wife and just put his youngest son through college at the University of Central Florida. He prides himself on being a provider, but he simultaneously grapples with being away from his family when storm season comes along. Deploying for disasters used to give him a sense of freedom and purpose, but now he feels that events like hurricane season dictate his schedule and time spent at home. He'd like to retire comfortably; the sooner the better.

Throughout his career, Tom has treated his job very seriously. And his adjuster accolades don't lie… he currently has 34 licenses. Tom has always rolled with the punches and adapted to a host of new technologies, but lately learning new tech is beginning to feel more like a chore than an opportunity. He thinks that there are too many avenues of communication, too many new apps, and too much time spent on tablets and smartphones. The job feels less personal to him and he misses the hands-on adjustment experiences that made his job feel more purposeful in the past. What he really wants is a clear path to retirement and a clear expectation of what modern adjusting should look like.

Brad Kovich

Intuitive **Learner**

Motivated

Age: 25
Work: Field Adjuster
Family: Engaged
Location: Durham, NC
Character: The Techie

Prospective Adjuster
(Has 15 licenses)

Motivations

Compensation

Training

Job Security

Goals

• To excel in his career
• To have access to new education
• To have a stable paycheck

Frustrations

• Pay withholding and chargebacks
• Lack of opportunity
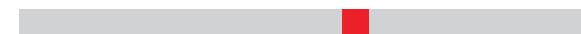• Lack of technology

Personality

Introvert — Extrovert

Analytical — Creative

Loyal — Fickle

Passive — Active

Preferred Channels

Email

Mobile

Social Media

Apps/New Technology

Bio

Brad has followed typical life and career benchmarks: getting a job after college in his field of interest, engaged to his high school sweetheart at 25, great credit score, home-owner, you name it.

Brad is a field adjuster with five years of experience and 15 licenses. He has moved up within the company in three years, but feels he's lacking opportunity. His fiancé encourages himself to look for other prospective companies that will help him gain more knowledge and pay better. Brad feels torn because he loves his job, but if he finds something better, he will be tempted to leave. He knows money is tight because he doesn't have a stable paycheck. After all, storms don't roll through every day. He is considering getting his MBA in North Carolina to continue his education in business or engineering.

Brad loves technology and stays up to date on the latest trends. You can find Brad on LinkedIn, networking with CEOs, HR, and his mentors. When he's not on social media, you may see Brad and his fiancé running along a beautiful trail enjoying nature.

Ashley Tillman

Eager   Open Minded

Tech-Saavy

Age: 21
Work: Adjuster
Family: Single
Location: Jackson, MS
Character: The Student

Prospective Adjuster

(Has 5 licenses)

Motivations

Compensation

Training

Technology

Goals

• To be up on the latest technology
• To get more certifications and training

Frustrations

• Finding a good company to work for
• Paying bills on time
• Lack of industry knowledge

Personality

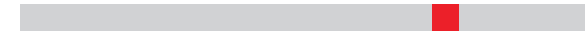Introvert   Extrovert

Analytical   Creative

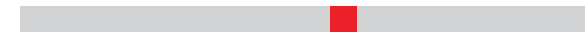Loyal   Fickle

Passive   Active

Preferred Channels

Email

Mobile

Social Media

Apps/New Technology

Bio

Meet Ashley Tillman! She just graduated from Jackson State University and is a newly certified adjuster with five licenses. She doesn't have experience, but she's hungry for more certifications and training. Ashley loves learning and has her own YouTube channel giving tutorials on the latest apps, tech, and business trends. Most of her friends have already gotten married, bought a home, and have traveled – but she wants to focus on her career priorities first. One of those priorities include paying her bills on time. On top of that, she is constantly on the hunt for the "perfect" company.

Ashley understands that being a field adjuster is fast-paced and doesn't involve a lot of sitting and waiting around. She appreciates helping families understand what options they have when it comes to property damage, but she is lacking industry knowledge.

When Ashley is not occupied with work, friends, family, or herself; she enjoys watching inspirational videos on how to stay motivated and consistent in her everyday goals. When she does find that "perfect" company, you will know her as Ashley Tillman, COO.

Eric Stein

Bold Strong Willed

Driven

Age: 48
Work: VP of Claims
Family: Married
Location: Chicago, IL
Character: The Achiever

Prospective Client

Motivations

Compensation

Success

Business Relationships

Goals

• To be the best in the industry
• To find new technology solutions

Frustrations

• Finding a reliable company partner
• Lack of real-time app solutions
• Lack of man power in critical situations

Personality

Introvert   Extrovert

Analytical   Creative

Loyal   Fickle

Passive   Active

Preferred Channels

Email

Mobile

Social Media

Apps/New Technology

Bio

Eric Stein is a 48-year-old VP of Claims with an enthusiasm for innovation. He and his wife reside in downtown Chicago where they lead active social lives and never miss out on a networking event or corporate fundraiser. Eric is a go-getter who has always leaned into new tech, believing that if he has his finger on the pulse, he will always be indispensable no matter how fast the industry changes. He likes to think of himself as a chameleon.

However, Eric has yet to find a company partner that fully meets his needs. He desperately wants to be the best in the industry and he has an unflinching belief that doing so means making use of the latest technologies. He asserts that there is currently a lack of real-time solutions for adjusters and a lack of man power (numbers) when big catastrophes hit. He wants to find a company partner that tackles these challenges head on with disruptive technologies.

Donna Miller

Eager   Motivated

Tech-Savvy

Age: 27
Work: Field/Desk Adjuster
Family: Engaged
Location: Houston, TX
Character: The Worker

Employee/Potential Employee

Motivations

Compensation

Training

Consistency

Goals

• To have a stable job and start a family
• To get more certifications and training
• To find a good company to work for

Frustrations

• Lack of opportunity
• Paying bills on time
• Lack of industry knowledge

Personality

Introvert — Extrovert

Analytical — Creative

Loyal — Fickle

Passive — Active

Preferred Channels

Email

Mobile

Social Media

Apps/New Technology

Bio

Donna Miller is a 27-year-old desk adjuster from Houston, Texas. Recently engaged, she wants to take her career to the next level so she can start a family and maintain a stable income. Donna has worked as a desk adjuster for two years now and aspires to do field work as well. She's built a solid foundation and is ready to leverage her experience for a better role at a better company.

Donna is frustrated by the lack of opportunities to learn and grow in her current role. She is concerned about paying her bills on time and wants more financial stability. She's currently looking for a company that would help her with certifications and training, and offer her the opportunity to become a field adjuster—or at the very least, supplement her desk work with field adjusting when big catastrophes hit. She is adaptable, tech-savvy, and ready to take on more responsibility.

Jeff Rose

Serious   Analytical

Intelligent

Age: 33
Work: Government Agency
Family: Married
Location: Houston, TX
Character: The Fixer

FEMA/NFIP

(Government Sector)

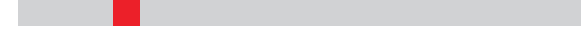## Motivations

Compensation

Training

Opportunity

Goals

- To find quick resources in critical times
- To get more individuals trained and ready

Frustrations

- Lack of government resources
- Lack of industry training

Personality

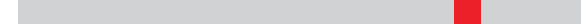Introvert   Extrovert

Analytical   Creative
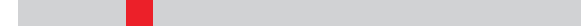
Loyal   Fickle

Passive   Active

Preferred Channels

Email

Mobile

Social Media

Apps/New Technology

Bio

Jeff Rose is a 33-year-old FEMA agent from Houston, Texas, where he currently resides with his wife and two-year old son. He is committed to his role in the government sector and believes the need for an efficient government response to catastrophes will continue to increase with the exacerbating effects of climate change.

Jeff is frustrated by the lack of government resources and industry training. He is tired of feeling unprepared when natural disasters strike, and can't emphasize enough the importance of having resources and trained professionals immediately available. One of his primary goals is to bolster training programs, so that there's not only a larger pool of accredited professionals ready to deploy, but also a higher standard for all workers in FEMA and the government sector at large.