



Name

Tina Rogers

Occupation

Senior Marketing Account Manager at EduTech Incorporated

Personal Description

- *Age:* 30 years old
- *Work Hours:* 50-60 hours a week on projects
- *Marital/Parental Status:* Married, One five year old son
- *Personality Traits:* Introverted, Organized, Creative

Technology Use

Tina prefers to use Macintosh computers, but she considers herself to be a technology minimalist relying only on her MacBook Pro and an iPhone as her main technologies

Role

- Supervise 8 junior Marketing account managers ages 25-28
- Make decisions for her department
- Attend cross-functional meetings to contribute ideas representing her department.

Tasks

- Cooperate efficiently with cross-functional teams to bring new products to market
- Lead her team to develop Marketing campaigns for products

Goals

- Make sure meetings of Marketing team are organized and efficient
- Make sure that questions and voice of Marketing team do not get “lost” in larger, collaborative cross-functional team meetings
- Keep staff who miss meetings abreast of key information

Meeting Profile

Tina meets in 5-12 person groups 3 times a week. Two of these meetings are cross-functional across EduTech around projects and 1 is a regular Marketing Team meeting that Tina organizes and facilitates. In her Marketing Team meeting, she distributes an agenda before hand by email and the meeting always starts and ends on time.

Her cross-functional meetings are much less structured due to the collaborative nature of the groups involved. These meetings are often tiring for Tina who prefers the structured meetings where everyone’s voice is heard systematically. In her cross-functional meetings, she usually tries to wait for a break in the conversation, but often relies on her more vocal junior Marketing colleagues to bring her questions to the group based on their previous conversations. This can be awkward for Tina since she is supposed to be the manager of her group, but it is the only strategy that has worked for her and her team.

Scenario A: Help Me Contribute During Meetings

Tina is attending the fifth meeting of the upcoming launch of WhizKid Online Virtual Tutor. She opens her laptop and double-clicks on the MeetingBytes icon. After navigating to the WhizKid Project Folder, she immediately accesses whiteboard sketches of layouts, agendas from past meetings, and note transcripts from past meetings. She clicks the Capture New Meeting Associated with this Project Button. Immediately, a note-taking chatroom opens and Tina is able to type notes quickly into the display. She types a note for one of her junior Marketing colleagues so that he remembers to send her the Marketing plan for the upcoming launch. She opens the previous questions and comments archive and sees that her questions on Giveaways and incentives for K-12 schoolteachers is first on the agenda today since it did not get asked last time. She notices that 5 people in the meeting have a related question and 6 people have a related comment. Confident that she will get some resolution on the issue, Tina sits back and enjoys the meeting.

Scenario B: Help Me Follow-Up on Information After Meetings

After the meeting, Tina uploads her notes to the MeetingBytes server where they are integrated with other meeting participant notes and audio-recordings for collaborative use. Nellie from Finance pops in to ask her if she can give her a quick recap of the meeting including any action items. Tina re-opens the WhizKid Project Folder and publishes all tasks tagged for Nellie. This list includes 2 tasks tagged by Tina and 1 task tagged by John Howard in Sales. Nellie looks at the list and indicates that she does not understand a task. Tina uses Find this Note feature of MeetingBytes to listen to the audio recording of the meeting related to the note and give Nellie the information she needs to understand her task.