**Analysis Team/Victoria L. Peterson**

Victoria L. Peterson, a.k.a. Tori, a.k.a. the “Decision Diva.”

Victoria was the first employee that Sheryl J. Moore hired to work with her at Wink. She’s been kicking-butt and taking names ever since. Always willing to help a friend, and loyal to no end…Victoria has become an irreplaceable leader at Wink, Inc. Need more juicy gossip on our company’s VP of Operations? Read on!

* She is in charge of the day-to-day operations of Wink
* She scored uber-high on the Caliper test, which indicated that she has a very unique set of skills
* She manages the service staff that administers our competitive intelligence tools
* She loves to volunteer and is the coach of a championship girls’ (12-year-old and under) softball team nine months out of the year
* She oversees:
  + All company accounts
  + Market research projects
  + Marketing campaigns
  + Website quality
  + Accuracy and timeliness of the website and reports
  + Enhancements to products and services
* She has a pit bull/mastiff mix named “Frankie,” who has green eyes, and weighs nearly what she does
* She has been a systems expert on a number of proprietary insurance software platforms
* She’s a sales girl at heart
* She has managed multiple teams throughout her career, resulting in an embracement of non-traditional, progressive, and collaborative leadership
* She has a passion for the outdoors, spending her “free” time boating, playing softball, and working in her yard
* She gained an intimate knowledge of indexed products, sales, distribution, and markets as Wink’s first Marketing & Database Administrator, nearly a decade ago
* She is probably the only person that can keep Sheryl J. Moore in-line!
* She is a licensed to sell life, health, and annuity products in 25 different states
* She is a HUGE Kansas City Chiefs fan; if you looking for her on a Sunday, you can bet she’s watching football
* She arranges massages, ball games, lunch outings, and other fun stuff for the staff at Wink
* She has a mission of leading a meaningful life, guided by her faith, enthusiasm, and her commitment to integrity
* She strives to ensure that her team provides superior data to Wink’s clientele and prospects
* She is on the Board of Directors at Grandview Little League in Des Moines, Iowa
* She graduated with honors with a degree in Business Administration
* She loves photos, Mexican food, Hillary Swank, shopping, shoes, and anything that is old

CALLOUT TEXT: “Victoria became a member of the Moore family after Sheryl’s four-year-old son hit on her at her teenage job.”

TESTIMONIAL: “When the power of love overcomes the love of power, the world will know peace. –Jimi Hendrix”