



AARON LIPNER

Initiator
DISC Type : Di

Fractional Product Development NPI Leader at Lipner Consulting
San Diego Metropolitan Area, United States

Overview

Aaron is a fractional NPI leader with extensive experience in hardware launches from his time at Nokia and OtterBox. Holding a Bachelors Degree from UC San Diego, colleagues describe him as an innovative, technical, and creative leader who excels at managing the critical R&D-to-supplier handoff for complex consumer electronics.

He is a co-founder and patent-holder who developed a portable barrier product for the hospitality industry. Outside of his deep professional focus, he is a father who shares humorous moments about his family and children online, blending entrepreneurial drive with personal engagement.

Unique fact: Aaron has personally conducted 173 factory visits across 10 countries, giving him unparalleled hands-on global manufacturing experience.

👍 Personality Overview

Friendly Challenger **Risk-Accepting** **Conviction Driven**

They don't mind taking a stand if they believe in something. They measure a product on its merit but can be influenced by strong testimonials. They respond well to objective pitches but also attach some value to relationships.

👍 Topics They Care About

Hardware NPI
His entire career, from Nokia to his current consultancy, is focused on leading New Product Introduction for hardware, with over 60 successful product launches.

R&D to Production
He specializes in the R&D-to-supplier handoff, a phase he identifies as the source of most production drag, which he now focuses on solving for clients.

Startup Operations

Through his consultancy and his own startup, he has deep experience guiding new companies and their leadership teams from initial concept to scalable production.

Hands-on Prototyping

He has a track record of leading complex prototyping paths with suppliers to accelerate launch timelines, such as for the WAKE program at OtterBox.

Early-stage Risk Mitigation

His experience highlights a focus on catching critical design flaws in early reviews to avoid significant rework costs and schedule delays down the line.

UC San Diego Tritons

[Predicted] As an alumnus of UC San Diego, he may follow the school's athletic programs and teams.



Media Appearances

Aaron has no verified media appearances

Work History

- 2-2025
Fractional Product Development NPI Leader at Lipner Consulting
- 11-2020 - 12-2023
Co-Founder and CTO at Roccoly, LLC
- 7-2015 - 1-2025
Sr Technical Program Manager - Product Development Lead at Otter Products
- 1-2015 - 7-2015
Staff Project Leader at Cymer
- 12-2012 - 3-2014
Product Development Manager HW at Nokia

Education

- Bachelor's Degree from UC San Diego

More Information

Social Presence :



Prographics :

Exp : **23** Location : **San Diego Metropolitan Area, United States** Job Level : **Senior**

Designation : **Fractional Product Development NPI Leader at Lipner Consulting**

Insights For Selling To Aaron

👉 During A Call Or A Meeting

DO's

- Refer to testimonials from well known people to highlight the value of your product
- Keep your pitch focused on the impact but insert some anecdotes into it
- Acknowledge their status and position during the conversation

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be unorganized, be prepared for the pitch
- Don't keep repeating the same information, it could make them impatient

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Aaron, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Aaron is

- *Belief in the value of the product, relationship and a sense of accomplishment matter the most.*

Will you ever get a clear answer from Aaron

- *They are not shy of saying no if they do not develop trust in your product.*

Insights For Deal Planning

How Fast (Or Slow) Will Aaron Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Aaron Take Some Risk Or Not?

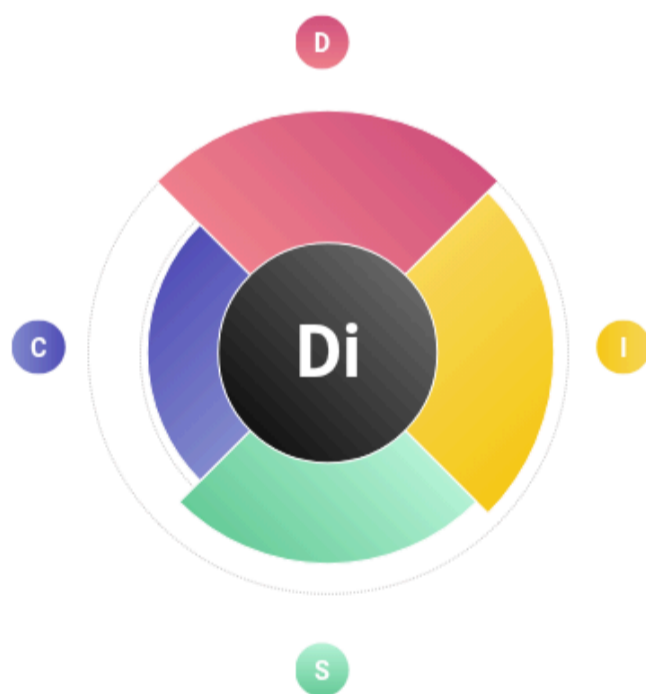
- *They have the capability of taking risky decisions if necessary.*

You And Aaron

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Aaron's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.