



ALLAN LEVINE

Evaluator

DISC Type : DSC

Chief Commercial Officer (CCO) at Nevvon

Toronto, Ontario, Canada

Overview

Allan Levine is the Chief Commercial Officer at Nevvon, specializing in revenue systems and Go-to-Market strategy for B2B SaaS companies. He holds MBAs from both Kellogg and Schulich and is described by colleagues as ethical, creative, and a strong problem-solver.

Outside of his core role, Allan is deeply invested in the healthcare community. He serves as a board member for the New York State Association of Health Care Providers and frequently shares stories that highlight the human side of caregiving and patient outcomes.

Unique fact: Allan is a former founder who successfully built and sold his own company before returning to revenue leadership roles.

Personality Overview

Quality Focused

Fast But Analytical

Thorough Evaluator

They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

Topics They Care About

Go-to-Market Strategy

He owns the GTM strategy and operating rhythm across sales, customer success, partnerships, and marketing at Nevvon, with a focus on predictable ARR and retention.

B2B SaaS Growth

His expertise lies in scaling early to growth-stage B2B SaaS companies, with a headline achievement of 4306% growth in a previous role.

Healthcare Outcomes

He shares articles and personal thoughts on the importance of at-home care and the challenges patients face after leaving the hospital, showing a passion for the sector.

Founder Mentorship

As a former founder himself, he actively advises early-stage founders, drawing on his experience with founder-led sales, first hires, and capital efficiency.

Caregiver Appreciation

His social media activity indicates a strong appreciation for caregivers, highlighting their importance and personal stories within the healthcare system.

AI in Business

[Predicted] Holds a certification in "Artificial Intelligence: Implications for Business Strategy," suggesting an interest in applying AI to solve business challenges.



Media Appearances

Allan Levine - Caregiver Compliance Training & Surveying - Nevvon. Featured in Nevvon Blog

[Read Now](#)

Article

Nevvon Partners with A Place at Home to Elevate Caregiver Training Opportunities Across Franchise Network. Featured in EIN News

[Read Now](#)

Article

Work History

- 1-2026
Chief Commercial Officer (CCO) at Nevvon
- 11-2024
Board Member at NYSHCP - New York State Association of Health Care Providers (HCP)
- 2-2022
Member at Pavilion
- 8-2021
Senior Vice President of Growth & Revenue at Nevvon
- 12-2020 - 12-2023
Strategic Advisor at What's neXT?!

Education

- Master of Business Administration (MBA) from Northwestern University - Kellogg School of Management
- Master of Business Administration (MBA) from Schulich School of Business - York University
- Artificial Intelligence: Implications for Business Strategy from MIT Sloan School of Management
- MCBA from Schulich School of Business - York University
- Post Graduate Diploma from Information Technology Institute (ITI)

More Information

Social Presence :



Prographics :

Exp : 28 Location : Toronto, Ontario, Canada Job Level : Leadership

Designation : Chief Commercial Officer (CCO) at Nevvon

Insights For Selling To Allan

👉 During A Call Or A Meeting

DO's

- Showcase how you can impact results but also make sure that you share detailed information too
- Help them see both - the 'big picture' impact and the ROI of the investment
- Be prepared for comments or questions that are critical of your product or your claims

DONT's

- Avoid inviting them for any social interactions until you have built some rapport with them
- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Don't nudge them to do something by using the logic that others have done the same

👉 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: Allan, 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: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

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

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Allan is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Allan

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Allan Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Allan Take Some Risk Or Not?

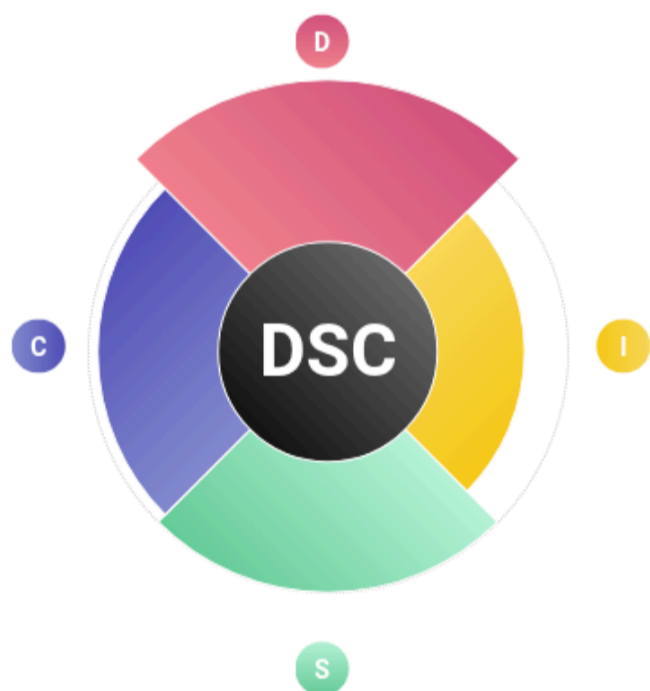
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Allan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Allan'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.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.