



ANDREW CONTILLO

Critic
DISC Type : C

Director, Enterprise Accounts at Signifyd
New York, New York, United States

Overview

Andrew is a Go-to-Market leader at Signifyd, specializing in enterprise accounts and fraud prevention for major retailers. With an MBA from Columbia Business School and a background in AI cybersecurity sales at IBM, he is described by colleagues as energetic, passionate, and customer-focused.

He has a keen interest in global perspectives, having studied International Economics in Florence, Italy. Andrew is also dedicated to mentorship, previously serving as a liaison between IBM and his undergraduate alma mater, Marist College, to recruit top student talent.

Unique fact: Andrew proudly supports his familys entrepreneurial ventures, as seen in his enthusiastic promotion of his brothers legal tech company.

Personality Overview

Critic **Information Seeker** **Negotiator**

They don't appreciate bells and whistles unless backed by data. They are quite likely to negotiate on pricing or other key terms. They prefer to do logical analysis and value evidence over emotions.

Topics They Care About

- E-commerce Growth**
His role at Signifyd focuses on payment optimization and fraud prevention for retailers, and he actively participates in industry events like CommerceNext.
- AI in Cybersecurity**
Previously led sales for IBM's Watson AI for Cyber Security, showing deep expertise in applying artificial intelligence to security challenges.
- Go-to-Market Strategy**
His current headline and role as a GTM Leader at Signifyd highlight his focus on bringing products and services to market effectively.

Mentoring Talent

Served as the IBM Summit Champion for Marist College, where he was responsible for interviewing students and connecting the company with emerging talent.

Family Entrepreneurship

Publicly celebrates and supports his family's business successes, indicating a personal value placed on entrepreneurship and family.

New York Sports

[Predicted] Having attended both Marist College and Columbia University in New York, he likely follows major local teams like the Yankees or Giants.



Media Appearances

Andrew has no verified media appearances

Work History

- 11-2024
Director, Enterprise Accounts at Signifyd
- 5-2023 - 11-2024
Enterprise Account Executive at Signifyd
- 7-2022 - 9-2022
Strategic Account Director at IBM
- 9-2021 - 5-2023
MBA Candidate at Columbia Business School
- 7-2019 - 7-2022
Head of Sales - Watson AI for Cyber Security at IBM

Education

- Master of Business Administration - MBA from Columbia Business School
- Bachelor of Science - BS from Marist University

More Information

Social Presence :



Prographics :

Exp : **11** Location : **New York, New York, United States** Job Level : **Mid-senior**

Designation : **Director, Enterprise Accounts at Signifyd**

Insights For Selling To Andrew

👉 During A Call Or A Meeting

DO's

- Use phrases like 'expect X% improvement', 'data clearly shows' etc.
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Be formal and objective, they will appreciate it more

DONT's

- Avoid phrases like 'trust me', 'others just love' etc.
- Don't give superficial answers, they are easily rattled by them
- Do not use very emotional or colorful language

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Andrew, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Andrew is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Andrew

- *It is not very hard for them to say no if they are not convinced about the decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Andrew Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Andrew Take Some Risk Or Not?

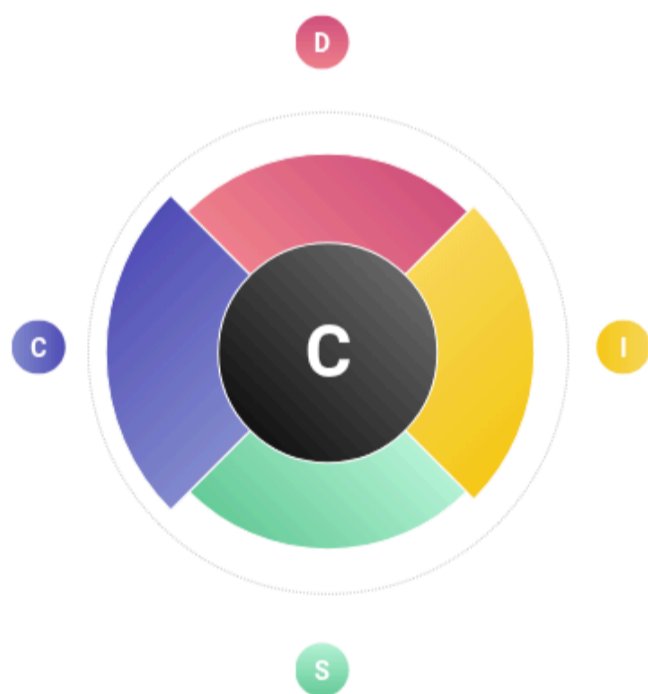
- *They can bear some risk if their analysis backs the decision.*

You And Andrew

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Andrew's Key Traits



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.