



## ANDREW D.

**Initiator**  
DISC Type : Di

**Director, Growth Operations at HONK Technologies**  
New York City Metropolitan Area, United States

### Overview

Andrew is a Growth Operations Leader at HONK Technologies with over 15 years of experience in growth strategy, program leadership, and product operations. He excels at driving customer outcomes and building strategic partnerships, focusing on translating customer needs into scalable solutions.

He is interested in helping organizations achieve measurable customer outcomes by aligning cross-functional teams. His posts reflect a strong focus on client success and innovation in the automotive and roadside assistance industries.

Andrew attended the New England Institute of Technology, studying Business.

### 👉 Personality Overview

**Impact-Oriented**   **Risk-Accepting**   **Confident**

They usually prefer to drive the conversation. They don't mind taking a stand if they believe in something. They respond well to objective pitches but also attach some value to relationships.

### 👉 Topics They Care About

- Growth Operations**  
Andrew's current role is Director, Growth Operations, where he leads cross-functional initiatives to drive customer adoption and revenue expansion.
- Strategic Partnerships**  
His introduction emphasizes building durable, strategic partnerships and collaborating with enterprise clients to identify business challenges.
- Customer Outcomes**  
Andrew consistently highlights his focus on delivering measurable customer outcomes and improving customer experience across his professional roles.

### Go-to-Market Strategy

As a Growth Operations Leader, his expertise includes GTM Strategy, essential for unlocking new revenue opportunities.

### Roadside Assistance Technology

His recent posts extensively promote HONK's presence at SEMA, showcasing next-gen roadside technology and mobility solutions.

### Automotive Innovation

Andrew's engagement with SEMA, a premier automotive innovation event, indicates an interest in the evolving automotive industry.



## Media Appearances

Andrew has no verified media appearances

## Work History

- 7-2023 - 3-2026  
Director, Growth Operations at HONK Technologies
- 4-2022 - 12-2022  
Product Manager at Amazon
- 7-2020 - 4-2022  
Program Manager at Amazon
- 3-2017 - 1-2020  
Manager Roadside Service Strategy & Delivery at Avis Budget Group
- 10-2014 - 2-2017  
Human Resources at XPO Logistics, Inc.

## Education

- 2008 - 2011  
Business from New England Institute of Technology

## More Information

### Social Presence :



### Prographics :

Exp : **19** Location : **New York City Metropolitan Area, United States** Job Level : **N/A**

Designation : **Director, Growth Operations at HONK Technologies**

# Insights For Selling To Andrew

## 👉 During A Call Or A Meeting

### DO's

- Keep your pitch focused on the impact but insert some anecdotes into it
- Get them to a point where they are ready to bat for your product internally
- Clearly address the competitive aspects

### DONT's

- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be unorganized, be prepared for the pitch
- Don't be very informal even if they are being so themselves

## 👉 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:** Andrew, 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 Andrew is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Andrew

- *They will not hesitate to say no if they do not develop conviction.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Andrew Move?

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

Can Andrew Take Some Risk Or Not?

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

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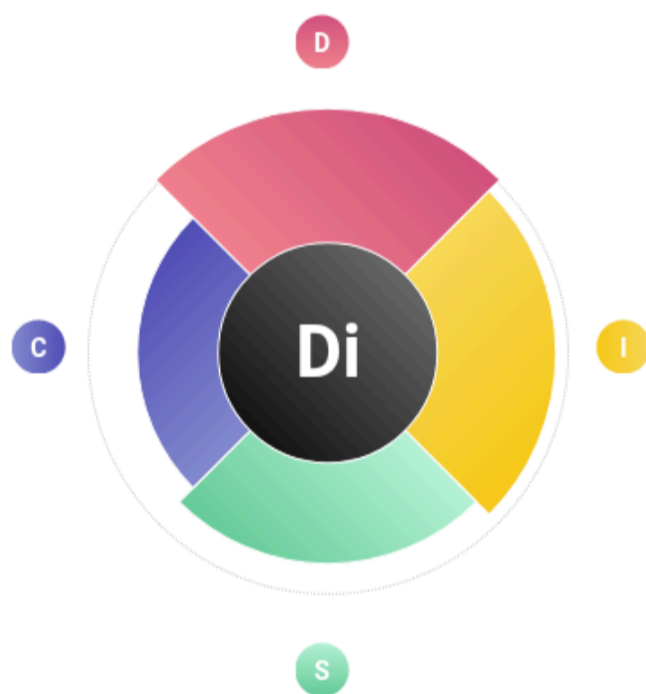
## You And Andrew

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Andrew'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.