



BLAKE BALLIF

Enthusiast

DISC Type : i

Director of Technology Development & Transfer at Neogen Corporation

Salt Lake City Metropolitan Area, United States

Overview

Blake Ballif is the Director of Technology Development & Transfer at Neogen Corporation, specializing in companion animal genomics. With a PhD from Baylor College of Medicine, he has a strong background leading development and operations, previously serving as a Director at Paw Print Genetics before its acquisition by Neogen.

While his public profile is professionally focused, his career and academic choices indicate a profound interest in the field of genetics, both human and animal. His education includes a Master of Science from Brigham Young University, showing a long-standing commitment to scientific study.

He has co-authored scientific papers on developmental biology, including research on the genetic pathways involved in forebrain development.

👉 Personality Overview

Amiable & Agreeable

Non-Confrontational

Consensus Focused

They are more about building relationships than just cutting deals. They are generally friendly, so be careful when relying on their word. Unlike D or C types, they are convinced more by stories and testimonials.

👉 Topics They Care About

Tech Commercialization

His role as Director of Technology Development & Transfer is focused on bringing new scientific innovations and technologies to the market.

Companion Animal Genomics

He has held multiple leadership roles directly related to the development and portfolio management of companion animal genomics at Neogen and Paw Print Genetics.

Developmental Biology

His PhD from Baylor College of Medicine and his published research focused on molecular genetics and the development of the human forebrain.

Human Genetics

His academic background is in Molecular and Human Genetics, and he has a listed interest in the personal genomics company 23andMe.

BYU Cougars

[Predicted] He earned his Master of Science degree from Brigham Young University, suggesting a likely affinity for their sports teams.



Media Appearances

Blake has no verified media appearances

Work History

- 12-2024
Director of Technology Development & Transfer at Neogen Corporation
- 7-2023 - 12-2024
Product and Portfolio Owner, Companion Animal Genomics at Neogen Corporation
- 12-2021 - 7-2023
Director of Development, Companion Animal Genomics at Neogen Corporation
- 7-2021 - 12-2021
Director of Development at Paw Print Genetics
- 1-2019 - 7-2021
Director of Operations at Paw Print Genetics

Education

- 1998 - 2003
Doctor of Philosophy (PhD) from Baylor College of Medicine
- 1995 - 1997
Master of Science (MS) from Brigham Young University

More Information

Social Presence :



Prographics :

Exp : **23** Location : **Salt Lake City Metropolitan Area, United States** Job Level : **Mid-senior**

Designation : **Director of Technology Development & Transfer at Neogen Corporation**

Insights For Selling To Blake

👉 During A Call Or A Meeting

DO's

- Ask them how their day is going or exchange some other pleasantries
- Invite them for a lunch or a drink/coffee
- Give them the opportunity to lead the conversation where possible

DONT's

- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Avoid overloading them with too much information
- Don't be excessively objective, be like a storyteller with them

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Blake, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Blake, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Blake is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Blake

- *They will hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Blake Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Blake Take Some Risk Or Not?

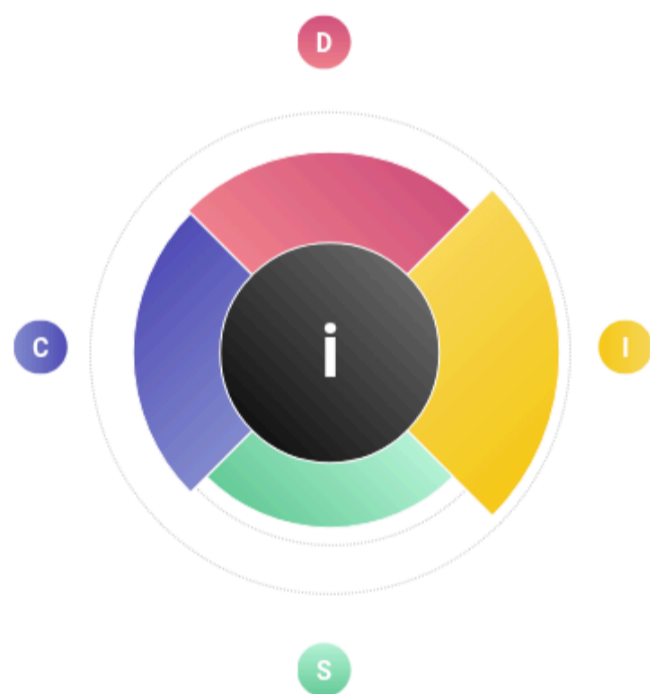
- *If it seems really necessary, they can take small risks.*

You And Blake

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Blake's Key Traits



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.