



## BRENDAN MULLEN

**Examiner**

DISC Type : cs

**Senior Executive Vice President at American College of Cardiology**

New Alexandria, Virginia, United States

### Overview

Brendan Mullen is the Senior Executive Vice President at the American College of Cardiology, where he guides the strategic direction of its global clinical, quality, innovation, and publishing portfolios. His extensive background includes previous leadership roles at the National Quality Forum. He holds degrees from Georgetown University and the University of Oxford.

Beyond his executive role in healthcare, Brendan is a published author with an interest in political satire. He wrote "A Capital Christmas Carol," which adapts the classic Charles Dickens story into a modern political setting, showcasing his creative and literary pursuits outside of his primary career.

He authored a book that reimagines Charles Dickens' "A Christmas Carol" with President Donald Trump as the main character.

### 👉 Personality Overview

**Unexpressive**

**Tough To Convince**

**Status Quo Seeker**

They are heavily focused on quality and prefer doing things the right way, even if it takes time. They tend to be clear about their needs and limitations and are unlikely to promise too much. They are thorough and always follow a systematic approach.

### 👉 Topics They Care About

#### Healthcare Innovation

His executive responsibilities include overseeing digital strategy and emerging computational technologies in medicine at the American College of Cardiology.

#### Global Health Strategy

He is responsible for the strategic direction of the ACC's global portfolio and previously managed the organization's international affairs.

#### Quality Improvement

Previously served as Vice President of Strategy at the National Quality Forum and has a background in developing programs for quality improvement in healthcare.

### Creative Writing

He authored and published "A Capital Christmas Carol," a satirical novel that adapts a classic work of literature to a modern political context.

### Georgetown Hoyas


[Predicted] Given his Bachelor of Science degree from Georgetown University, he likely follows the university's collegiate sports teams.

### Washington Sports

[Predicted] As he has lived and worked in the Washington, D. C. area for many years, he may have an affinity for local professional sports teams.




## Media Appearances



**Bringing Innovation and Equity in Heart Health with Brendan Mullen (Senior Executive Vice President, American College of Cardiology). Featured in Spotify**

[Listen Now](#)


Spotify



**American College of Cardiology Announces New Executive Staff. Featured in American College of Cardiology (Press Release)**

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Article



**Episode #1: Cardiology Today – Bringing Innovation and Equity in Heart Health with Brendan Mullen, American College of Cardiology. Featured in Beyond the Chart Podcast (RSS.com)**

[Listen Now](#)

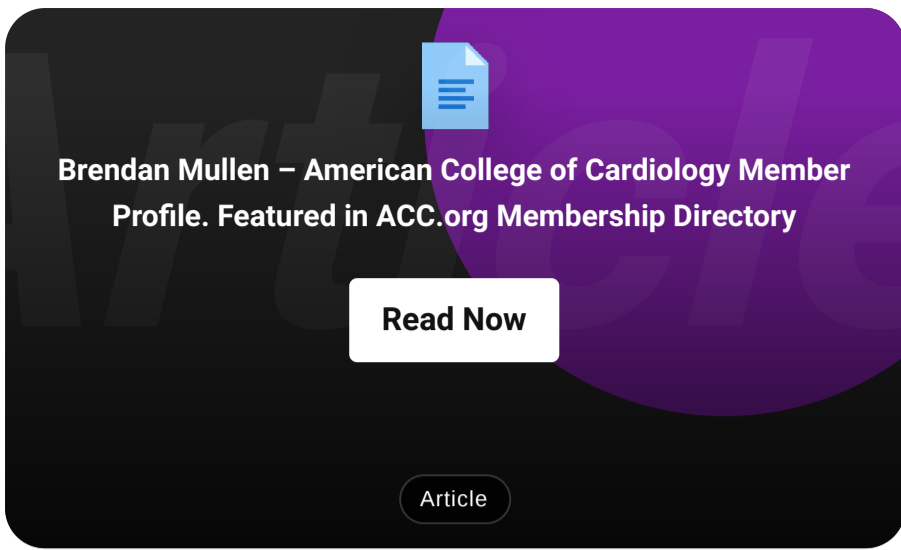
Podcast



**American College of Cardiology Announces New Executive Staff. Featured in ACC Press Release**

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Article



## Work History

- 1-2020  
Senior Executive Vice President at American College of Cardiology
- 3-2017 - 1-2020  
Executive Vice President at American College of Cardiology
- 1-2015 - 3-2017  
Division Vice President, Market Strategy at American College of Cardiology
- 1-2014 - 1-2015  
Vice President, Strategy and Development at National Quality Forum
- 10-2008 - 1-2014  
Senior Director at American College of Cardiology

## Education

- 9-2024 - 6-2027  
Master of Studies from University of Oxford
- 1998 - 2002  
Bachelor of Science (BSc) from Georgetown University

## More Information

### Social Presence :



### Prographics :

Exp : **23** Location : **New Alexandria, Virginia, United States** Job Level : **Leadership**

Designation : **Senior Executive Vice President at American College of Cardiology**

## Insights For Selling To Brendan

### During A Call Or A Meeting

#### DO's

- Ask them which other stakeholders would be important for this purchase decision
- First of all, focus on building their confidence by sharing examples, case studies etc.
- Expect them to be slow and cautious, encourage them to ask more questions

#### DONT's

- Don't be very accepting if that is your natural style, stay firm
- Don't rely on relationship building even if they act pleasantly
- Don't push them too hard to make fast decisions, give them time

## 👉 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 Brendan, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Brendan is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Brendan

- *Often, they don't say no, or keep going about it in circles.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Brendan Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Brendan Take Some Risk Or Not?

- *They have little risk-appetite and prefer to take measured decisions.*

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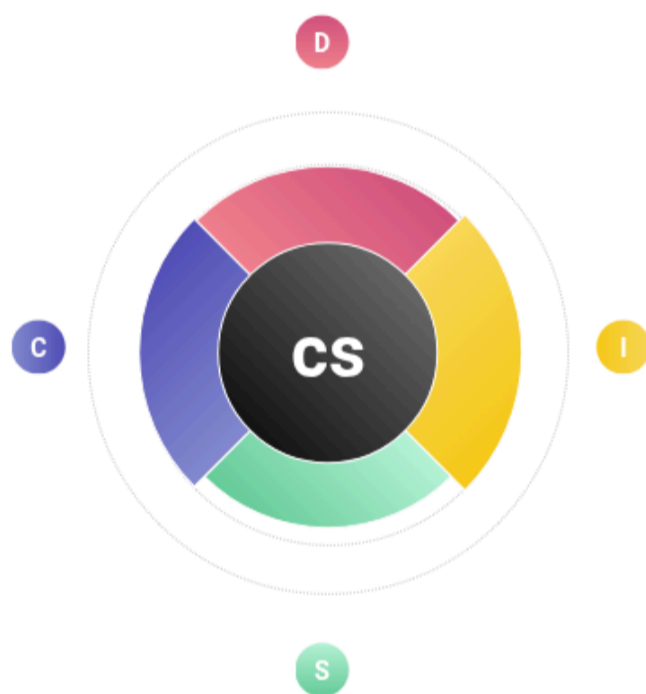
## You And Brendan

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Brendan'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.

### 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.