



## BRIAN LONG

**Inquirer**  
DISC Type : cd

**Head Of Engineering at Tines**  
Dublin, County Dublin, Ireland

### Overview

Brian Long is the Head of Engineering at Tines, leveraging past experience as CTO at Wayflyer and a Principal Engineer at Intercom. A graduate of Dublin City University, he is an expert in cloud infrastructure and automation, frequently speaking on topics like AWS CDK and Infrastructure as Code.

He has a patent for a system designed for shifting network traffic, a method to ensure traffic can be safely moved away from network devices before changes occur.

### 👉 Personality Overview

Upfront      Judgemental      ROI Conscious

They care equally about the product and its potential impact. They can be nudged to make faster decisions by offering what they value. They respond well to confident salespeople.

### 👉 Topics They Care About

- Cloud Infrastructure**  
He speaks publicly about Infrastructure as Code (IaC), specifically discussing Tines' use of AWS CDK and CloudFormation to manage infrastructure amid intense growth.
- Engineering Culture**  
In his writing, he champions the idea of the "curious engineer"—one who is willing to explore unfamiliar parts of a system to solve problems.
- Building Teams**  
He has described building the engineering team at Tines over the last five years as the highlight of his career, indicating a passion for team development.
- Workflow Automation**

As a leader at Tines, an intelligent workflow automation platform, he is deeply involved in creating tools that help security and ops teams automate manual workloads.

### Remote Work

He is a public proponent of flexible work arrangements, stating that remote work flexibility has been highly successful for his team in Ireland.

### Rapid Product Shipping

He publicly celebrates and values speed in development, praising his team for moving products from prototype to release with incredible velocity.



## Media Appearances

Brian has no verified media appearances

## Work History

- 3-2020  
Head Of Engineering at Tines
- 9-2019 - 2-2020  
Chief Technology Officer at Wayflyer
- 8-2018 - 8-2019  
Chief Technology Officer at Conjura
- 1-2017 - 8-2018  
Senior Product Engineer / Principal Engineer at Intercom
- 1-2015 - 12-2016  
Engineering Manager at Intercom

## Education

- 2003 - 2007  
Bachelor of Science (B.Sc.) from Dublin City University

## More Information

### Social Presence :



### Prographics :

Exp : **18** Location : **Dublin, County Dublin, Ireland** Job Level : **Mid-senior** Designation : **Head Of Engineering at Tines**

# Insights For Selling To Brian

## 👉 During A Call Or A Meeting

### DO's

- Highlight the competitive differentiation of your product
- Make sure that you respond to any queries from them quickly
- Tell them that you are there to help them create visible impact within their organization

### DONT's

- Avoid repeating yourself or making generalizations
- Do not give up if they are not convinced, try again with a different approach
- Don't expect them to change their mind quickly if they say no once

## 👉 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 Brian, 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:** To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

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

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Brian is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Brian

- *They may hesitate slightly, but if they are not convinced, they will say no.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Brian Move?

- *Their decision making speed is somewhere in the middle.*

Can Brian Take Some Risk Or Not?

- *They can take risks only after they have analyzed the advantages and disadvantages.*

---

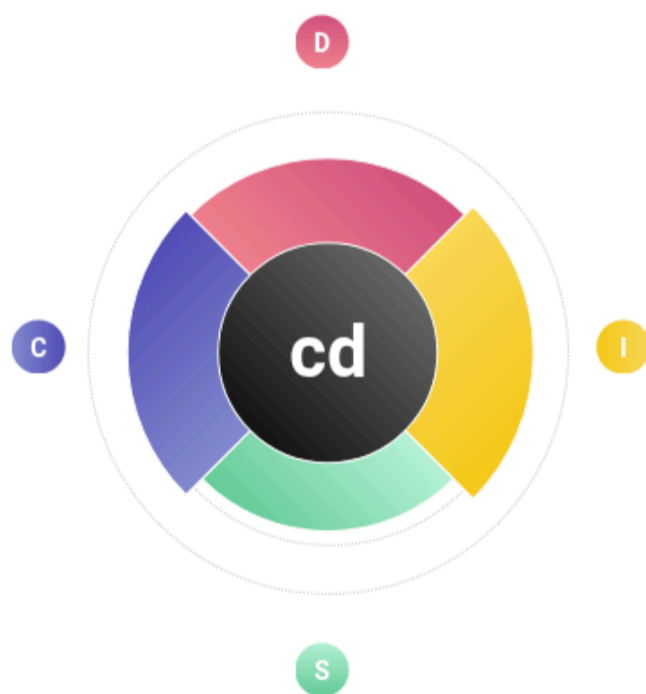
## You And Brian

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Brian'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.

### **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.