



## CARMEN SUAREZ

Observer

DISC Type : ic

**Chief Executive Officer at UK Trade Remedies Authority**

London, England, United Kingdom

### Overview

Carmen Suarez is the Chief Executive of the UK Trade Remedies Authority, a role she holds in a jobshare. With an academic background in Economics, she has extensive senior government experience in trade, investment, regulation, and fair competition, having previously worked for the Competition & Markets Authority and the Office of Fair Trading.

She values pivotal educational experiences, noting her time at the College of Europe as a formative period both professionally and personally. This reflects a deep appreciation for the opportunities that arise from international education and collaboration, which has shaped her career journey in public service.

Unique fact: Carmen has been in a successful senior leadership jobshare arrangement with her co-CEO, Jessica Blakely, across multiple government departments since 2017.

### Personality Overview

Value Driven

Curious

Assertive

They are generally strong communicators and are not easy to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They often ask many questions and rely heavily on information and documentation.

### Topics They Care About

#### Trade Remedies

As CEO of the UK's trade remedies body, she is responsible for defending UK economic interests against unfair international trade practices and making evidence-based recommendations.

#### Fair Competition

Her career has a strong focus on fair competition, including roles at the Competition & Markets Authority and leading on "level playing field" provisions in UK/EU trade negotiations.

#### Job-Sharing Leadership

She is a long-term practitioner and advocate for job-sharing at the executive level, having held multiple senior Director and CEO roles in this arrangement since 2017.

### Regulatory Reform

Previously co-led work on Brexit opportunities and regulatory reform within the Cabinet Office, demonstrating an interest in evolving the UK's regulatory frameworks.

### European Relations

Attended the College of Europe, which she describes as a pivotal personal and professional experience, suggesting a foundational interest in European affairs.

### Local Economic Growth

Her past role as Director at the Ministry of Housing involved leading the delivery of local growth funds and Freeports, indicating a focus on regional investment and development.



## Media Appearances

Carmen has no verified media appearances

## Work History

- 6-2025  
Chief Executive Officer at UK Trade Remedies Authority
- 10-2024 - 1-2026  
Non Executive Director at Cambridge Growth Company
- 3-2024 - 6-2025  
Non Executive Director at Private Rent Guarantee Scheme
- 4-2022 - 6-2025  
Director, Local Investment and Funding at Ministry of Housing, Communities and Local Government
- 3-2020 - 3-2022  
Director, Subsidy Control and International Negotiations (Open and Fair Competition) at Department for Business, Energy and Industrial Strategy (BEIS)

## Education

- 2023 - 2024  
Major Programmes Leadership Academy from Saïd Business School, University of Oxford
- 1998 - 2002  
PhD from University of Nottingham

## More Information

### Social Presence :



### Prographics :

Exp : 5 Location : **London, England, United Kingdom** Job Level : **Leadership**

## **Insights For Selling To Carmen**

### **👉 During A Call Or A Meeting**

#### **DO's**

- Help them realize that there is no personal risk in making this decision
- Build rapport, it will come handy to handle hard questions later
- Help them understand the risk aspect fully while inspiring confidence

#### **DONT's**

- Don't be too objective but make sure to pad your storytelling with data points
- Avoid making offhand commitments
- Don't try to rush them into a decision, provide all necessary information first

## 👉 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 Carmen, 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:** Exciting but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

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

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Carmen is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Carmen

- *They are practical yet friendly, don't expect a clear no very often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Carmen Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Carmen Take Some Risk Or Not?

- *They systematically evaluate all decisions and are unlikely to take many risks.*

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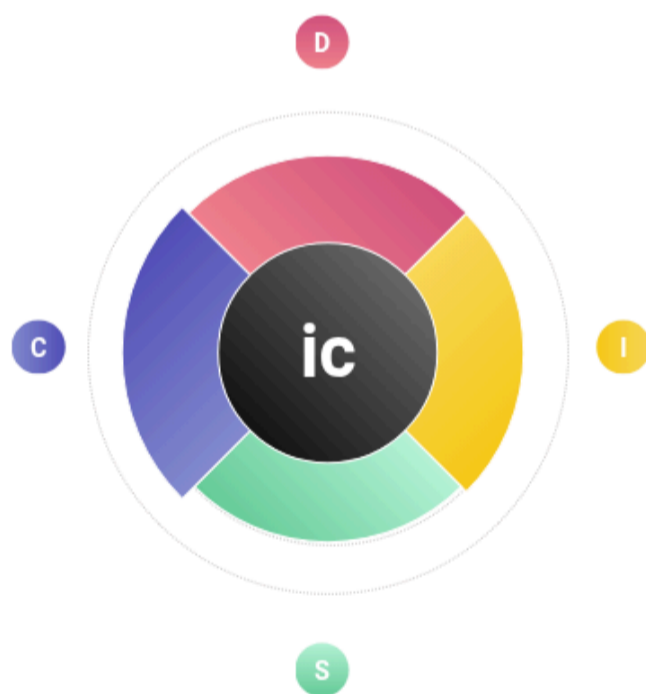
## You And Carmen

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Carmen'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.

### 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.