



CHRIS MURRAY

Collaborator

DISC Type : is

Sr. Vice President, Aesthetics at Platinum Dermatology Partners

Aurora, Colorado, United States

Overview

Chris is the Sr. Vice President of Aesthetics at Platinum Dermatology Partners, leveraging an extensive background from senior roles at Revision Skincare. He is focused on advancing aesthetic medicine through research and strategic partnerships. A University of Miami graduate, colleagues praise his strategic business mind and professional excellence.

Chris is a proud United States Air Force veteran who has shared personal reflections on his service and the importance of recognizing fellow veterans. His interest in veteran affairs is a significant part of his personal life outside of his corporate career in the aesthetics industry.

He has a unique perspective on his military service, stating, "The USAF did more for me, than I did for them. "

👉 Personality Overview

Fair-minded

Example Driven

Consensus Builder

Scenarios where both sides can come out as winners appeal to them greatly. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. They are more likely to opt for solutions that are proven in the market.

👉 Topics They Care About

Aesthetics Industry Growth

He is expanding his company's aesthetics team and speaks on industry panels about topics like private equity's role in the sector's future.

Dermatology Research

He publicly supports and promotes the research efforts and clinical trials conducted within Platinum Dermatology Partners at major industry conferences.

Veteran Recognition

As a proud USAF Veteran, he has posted publicly about his service and the importance of acknowledging and connecting with fellow veterans.

Strategic Partnerships

His career includes serving as Vice President of Strategic Partnerships at Revision Skincare, highlighting his expertise in building key industry alliances.

Physician-Led Practices


He emphasizes a physician-driven company model, focusing on providing resources and support to empower dermatologists and improve patient care.

Miami Hurricanes

[Predicted] He earned his Bachelor's degree from the University of Miami, suggesting a likely affinity for their collegiate sports teams.




Media Appearances



Platinum Dermatology Partners Launches Platinum Aesthetics Research Committee. Featured in Platinum Dermatology Partners (press release)

[Read Now](#)


Article



Welcome Chris Murray as Senior Vice President, Aesthetics at Platinum Dermatology Partners. Featured in Instagram

[See Now](#)


Instagram



Aesthetic Next Vendor Spotlight: Chris Murray, VP at Platinum Dermatology Partners. Featured in YouTube

[View Now](#)


YouTube



This week, Dr. Randi @drandishow sits down with Chris Murray (Sr. Vice President, Aesthetics, Platinum Dermatology Partners). Featured in Instagram

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Instagram



The Reality Check Dermatology Brings to Aesthetic Care — Chris Murray (Sr. Vice President, Aesthetics, Platinum Dermatology Partners). Featured in Apple Podcasts

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Apple Podcasts

Work History

- 9-2024
Sr. Vice President, Aesthetics at Platinum Dermatology Partners
- 4-2022 - 9-2024
Vice President, Strategic Partnerships at Revision Skincare®
- 7-2021 - 4-2022
Senior Director of Strategic Accounts at Revision Skincare®
- 1-2020 - 1-2022
Head of Physician Brand at Goodier Cosmetics Inc
- 1-2019 - 4-2022
Director of National Accounts at Revision Skincare®

Education

- 2002 - 2005
Bachelor of Arts (BA) from University of Miami

More Information

Social Presence :



Prographics :

Exp : **25** Location : **Aurora, Colorado, United States** Job Level : **Leadership**

Designation : **Sr. Vice President, Aesthetics at Platinum Dermatology Partners**

Insights For Selling To Chris

👉 During A Call Or A Meeting

DO's

- Show them how they look good by making this decision
- If possible, involve their colleagues in the sales process
- Take time to make them feel comfortable before getting to the main pitch

DONT's

- Don't get into excessive details unless prompted
- Don't ask too many questions that sound too dry and objective
- Don't push them to make decisions very fast, let them take their time

👉 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 Chris, [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: Chris, 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, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

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

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Chris is

- *Relationship and rapport play a major role, followed by low risk and the presence of proof points.*

Will you ever get a clear answer from Chris

- *They are diplomatic when the need arises; they hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Chris Move?

- *They can take their time to reach decisions, even while they stay engaged and friendly.*

Can Chris Take Some Risk Or Not?

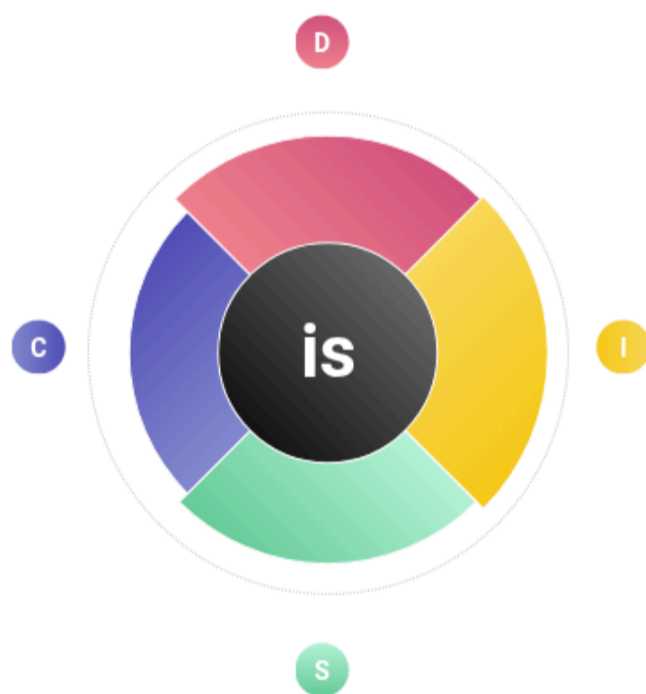
- *They are unlikely to take many risks.*

You And Chris

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Chris'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.

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.