



CRAIG AUGUSTINE

Questioner
DISC Type : c

Senior Director, Business Development at Allucent
Sun Prairie, Wisconsin, United States

Overview

Craig Augustine is a Senior Director of Business Development at Allucent, specializing in clinical research for emerging biotechs. With over a decade of experience, including a background at Memorial Sloan Kettering Cancer Center, he focuses on driving strategic partnerships and licensing agreements. He holds an MBA from St. Josephs University New York.

During his time at East Stroudsburg University, Craig was a member of the Delta Chi fraternity. His commitment continued after graduation when he worked for the national organization as a Leadership Consultant, showcasing an early interest in mentorship and operational management.

Unique fact: He previously worked as a traveling Leadership Consultant for The Delta Chi Fraternity nationally.

👉 Personality Overview

Price-Sensitive

Systematic

Not Easily Convinced

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to do thorough analysis of any situation.

👉 Topics They Care About

Biotech Partnerships

His career is centered on building strategic alliances and licensing agreements with emerging biotech and pharmaceutical companies to accelerate new therapies.

Oncology Research

He began his career at Memorial Sloan Kettering Cancer Center and attends industry events like ASCO, showing a consistent focus on cancer-related clinical development.

Leadership Development

Served as a Leadership Consultant for his fraternity and holds a certification in people skills for project management, indicating a focus on effective team leadership.

Liver Disease Research

Has repeatedly attended the American Association for the Study of Liver Diseases (AASLD) conference, signaling a professional interest in this therapeutic area.

Fraternity Involvement

As an alumnus who later worked for the Delta Chi national organization, he has a demonstrated passion for fraternity life and its development.

Philadelphia Sports

[Predicted] Based on his education at East Stroudsburg University of Pennsylvania, he may follow professional sports teams from the Philadelphia area.



Media Appearances

Craig has no verified media appearances

Work History

- 3-2026
Senior Director, Business Development at Allucent
- 5-2023 - 3-2026
Director of Business Development at Fortrea
- 9-2022 - 7-2023
Director of Business Development at Labcorp Drug Development
- 7-2021 - 9-2022
Project Manager at Labcorp Drug Development
- 2-2021 - 7-2021
Senior Project Coordinator at Labcorp Drug Development

Education

- 2014 - 2017
Master of Business Administration (M.B.A.) from St. Joseph's University New York
- 2008 - 2012
Bachelor of Arts (BA) and Bachelor of Science (BS) from East Stroudsburg University of Pennsylvania

More Information

Social Presence :



Prographics :

Exp : **13** Location : **Sun Prairie, Wisconsin, United States** Job Level : **Senior**

Designation : **Senior Director, Business Development at Allucent**

Insights For Selling To Craig

👉 During A Call Or A Meeting

DO's

- If you have a lower priced product compared to the competition, call out the same
- Tell them that you will come back if you don't have a good answer for a question
- Emphasise more on facts and measurable benefits

DONT's

- Don't try to be too friendly or informal with them
- Avoid rushing them, be polite and patient
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

👉 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 Craig, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Craig is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Craig

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Craig Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Craig Take Some Risk Or Not?

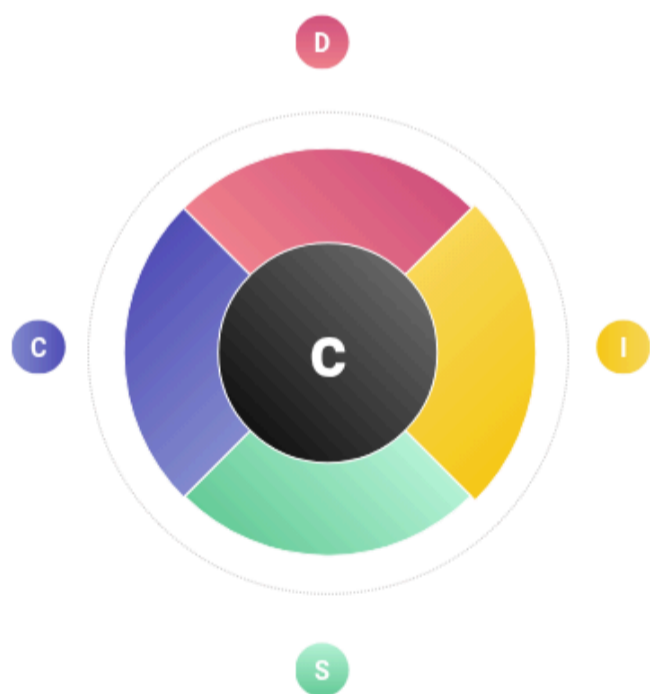
- *They can take some risk if they are confident that they have analyzed the circumstances well.*

You And Craig

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Craig'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.