



## CRAIG SMITH

**Activist**  
DISC Type : Cd

**VP, Business and Process Improvement at Jack Morton Worldwide**  
Greater Boston, United States

### Overview

Craig Smith is a visionary executive at Jack Morton Worldwide, currently serving as VP of Business and Process Improvement. He spearheads the integration of AI and automation into core business functions, leveraging over 15 years of experience leading marketing and operations teams. He holds an MBA from Southern New Hampshire University.

Outside of his corporate role, Craig is a passionate digital publisher, having founded the popular statistics resource DMR and the fan site DisneyNews.us. A native New Englander, he is an avid Boston sports fan, a Disney enthusiast who has visited Walt Disney World over 30 times, and a father.

He grew his personal blog, DMR, into a leading digital resource that attracts over 5 million unique visitors annually.

### Personality Overview

**Perfectionist**

**Logical And Quick**

**Observative**

They care equally about the product and its potential impact. They can be nudged to make faster decisions by offering what they value. They don't always try to control the conversation but neither do they like yielding it fully.

### Topics They Care About

#### **Enterprise AI Strategy**

His current role focuses on integrating AI into business operations for growth, production, and planning, translating complex AI capabilities into actionable roadmaps.

#### **Brand Experience**

He has spent a significant portion of his career at Jack Morton, a global brand experience agency, and his social media posts reflect pride in the company's projects.

#### **Digital Publishing**

He is the founder and editor of two successful websites, DMR (a statistics resource) and DisneyNews. us, demonstrating a passion for creating and managing online content.

### Data and Statistics

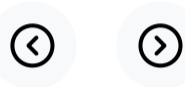
His website, DMR, is a curated collection of digital and company statistics, indicating a strong interest in using data to inform marketers, journalists, and students.

### Disney Parks & Media

He founded a Disney news website and states his passion for the brand, having visited Walt Disney World more than 30 times since the 1980s.

### Boston Sports

He is a self-described huge sports fan who lists the New England Patriots and Boston Celtics as his teams on his personal blog.



## Media Appearances

Craig has no verified media appearances

## Work History

- 11-2024  
VP, Business and Process Improvement at Jack Morton Worldwide
- 5-2021 - 11-2024  
Vice President Agency Marketing at Jack Morton Worldwide
- 3-2018 - 5-2021  
Global Agency Marketing Director at Jack Morton Worldwide
- 1-2017 - 3-2018  
Chief Operating Officer (COO)/ Chief Marketing Officer (CMO) at Spring Consulting Group, LLC
- 2-2013 - 1-2017  
Director of Marketing at Spring Consulting Group, LLC

## Education

- 2003 - 2003  
MBA from Southern New Hampshire University
- 1994 - 1998  
BS from Saint Anselm College

## More Information

### Social Presence :



### Prographics :

Exp : **22**   Location : **Greater Boston, United States**   Job Level : **Senior**

Designation : **VP, Business and Process Improvement at Jack Morton Worldwide**

# Insights For Selling To Craig

## 👉 During A Call Or A Meeting

### DO's

- Refer to testimonials from others in similar positions
- Highlight the competitive differentiation of your product
- Ask them questions confidently while doing discovery, don't be apologetic

### DONT's

- Don't try too hard to get friendly, let it happen with time
- Avoid repeating yourself or making generalizations
- Avoid long winding pitches, stay objective

## 👉 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:** 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 Craig is

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

Will you ever get a clear answer from Craig

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Craig Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Craig Take Some Risk Or Not?

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

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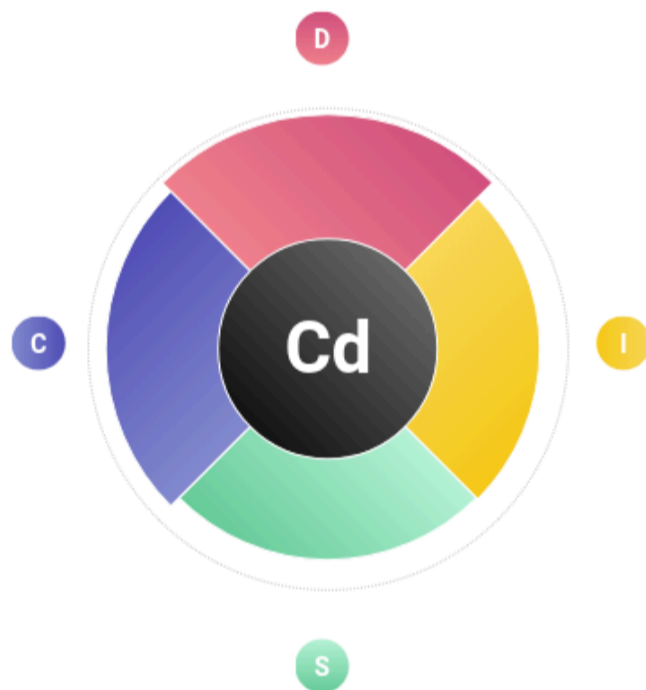
## You And Craig

### Personality Compatibility

Not enough data to show compatibility comparison

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## 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.

### **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.