



## DOUGLAS BRAUN

**Trailblazer**  
DISC Type : DI

**CEO at eProductivity Software**  
Milwaukee, Wisconsin, United States

### Overview

Doug Braun is the CEO of eProductivity Software (ePS), leading the company's focus on the packaging industry. He is an executive with deep expertise in supply chain and global trade management software, holding a DBA from Temple University. Colleagues describe him as a visionary, inspirational, and highly intelligent leader adept at solving complex customer problems.

He is leading ePS into a new chapter with a strategic focus solely on providing software solutions for the global packaging industry.

### 👉 Personality Overview

**Friendly But Fast**      **Values Relationships**      **Informal**

A combination of speed and relationship gets the best response from them. They will fight for you if they come to believe in you. They are more likely to accept new and exciting technologies.

### 👉 Topics They Care About

- Packaging Industry Tech**  
As CEO of ePS, his primary focus is on delivering specialized ERP and MES software solutions to enhance efficiency and growth for packaging companies.
- Customer Value**  
He emphasizes delivering faster time-to-value and ensuring measurable outcomes, recently hiring a Chief Customer Officer to deepen trust and partnership with clients.
- Supply Chain Software**  
His career is built on expertise in GTM, TMS, and ERP systems. He also serves as a board member for PCS Software, an AI-powered transportation management firm.

### Strategic Business Growth

Focuses on scaling the business and driving long-term value, evidenced by recent key executive hires and a history of leading companies through strategic change.

### Industry Collaboration

Actively promotes and participates in industry conferences to share experiences, learn from peers, and foster professional connections.

### Green Bay Packers

[Predicted] Having earned his MBA from the University of Wisconsin-Milwaukee, he may have an affinity for Wisconsin's professional football team.



## Media Appearances

Douglas has no verified media appearances

## Work History

- 4-2025  
CEO at eProductivity Software
- 4-2023  
Board Member at PCS Software Inc
- 4-2021 - 5-2025  
Chief Executive Officer at Sciforma
- 4-2019 - 3-2021  
Chief Executive Officer at White Cup
- 4-2019 - 4-2019  
Chief Executive Officer at Compass Sales Solutions /  
Tour de Force, Inc. / MITS

## Education

- 2015 - 2018  
DBA from Temple University
- 2002 - 2004  
MBA from University of Wisconsin-Milwaukee

## More Information

### Social Presence :



### Prographics :

Exp : **43** Location : **Milwaukee, Wisconsin, United States** Job Level : **Leadership**

Designation : **CEO at eProductivity Software**

# Insights For Selling To Douglas

## 👉 During A Call Or A Meeting

### DO's

- Ask them for a lunch or coffee once some rapport has been established
- Address your competition clearly and confidently
- Help them visualize the impact of their decision

### DONT's

- Don't make any commitments that you might not be able to fulfill
- Don't force involvement of other stakeholders unless it is critical
- Don't hesitate from asking questions or pushing them, but take a friendly approach

## 👉 When Cold Calling

### Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

Greeting: Douglas, this is [user\_fname] at [user\_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

Subject: Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

Salutation: No

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

Greeting: No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

Complimentary Close: Unique, casual

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

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Douglas is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Douglas

- *If they are not convinced, they will say no though in a friendly way.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Douglas Move?

- *They can reach decisions quickly if they develop trust and confidence in the product.*

Can Douglas Take Some Risk Or Not?

- *If necessary, they will be ready to take risks.*

---

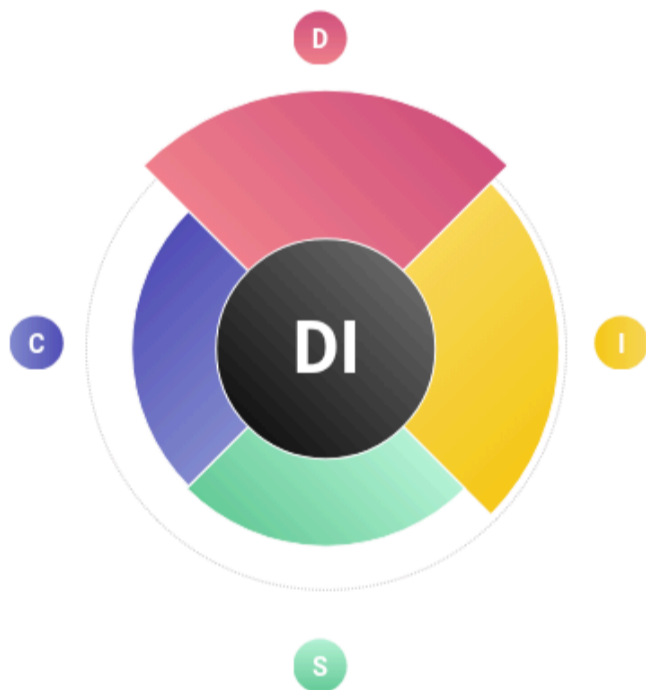
## You And Douglas

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Douglas's Key Traits



### **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.

### **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.