



## DREW WAREHAM

Observer

DISC Type : ic

**Group Chief Technology Officer at Entain Australia & New Zealand**

Greater Brisbane Area, Australia

### Overview

Drew Wareham is the Group Chief Technology Officer for Entain Australia & New Zealand, where he is responsible for the company's entire technical footprint. He has a track record of steering technology teams through massive growth, notably leading the development of the scalable, cloud-first platform at Neds. com. au that was later adopted by the group.

Drew is a strong advocate for creating accessible pathways into technology for people from all backgrounds. He is actively involved in programs that provide scholarships, mentorship, and opportunities for underrepresented groups to build careers in the tech industry, reflecting a deep commitment to diversity and inclusion.

He has publicly stated his belief that "anyone should be able to build a career in technology regardless of gender, cultural background. . . or access to education. "

### Personality Overview

Curious

Assertive

Example Seeker

They are likely to ask many questions and look heavily for supporting information. They are generally good communicators and can be hard to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

### Topics They Care About

#### Scalable Cloud Architecture

As CTO of Neds, he led the creation of a modern, cloud-first platform with the capacity to scale to over 20 times its volume.

#### Managing Tech Growth

His official company bio highlights his success in steering both the technology platform and his team through periods of massive growth.

#### Diversity in Tech

Actively promotes the idea that anyone should be able to build a tech career, regardless of background, and supports programs to enable this.

### Tech Talent Development

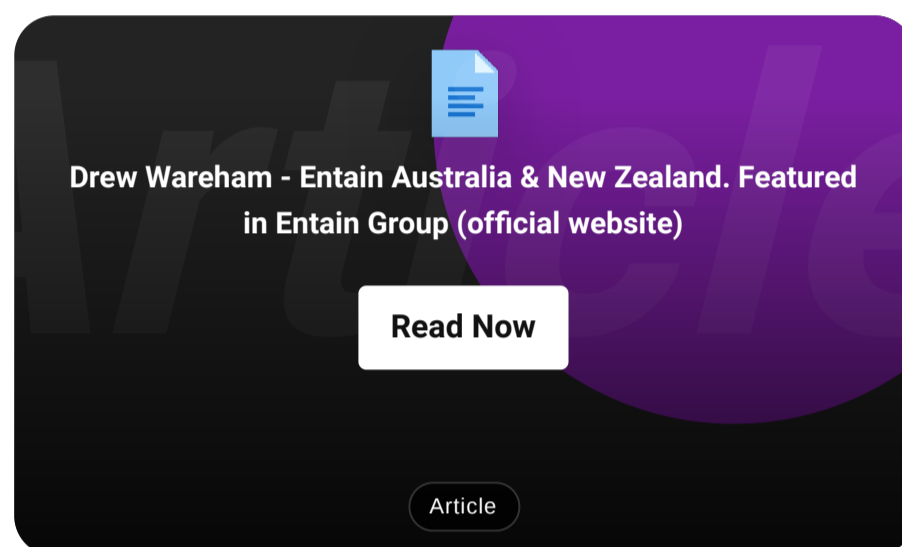
Champions Entain's partnership with Coder Academy, which provides full scholarships and mentorship to help new talent enter the industry.

### Employee Well-being

He has highlighted his focus on rolling out initiatives specifically designed to look after the well-being of his technology team.



## Media Appearances



## Work History

- 1-2019  
Group Chief Technology Officer at Entain Australia & New Zealand
- 9-2017 - 1-2019  
Chief Technology Officer at Neds.com.au Pty Ltd
- 1-2017 - 9-2017  
Chief Technology Officer at Division One Technology
- 12-2016 - 1-2017  
GM Enterprise Solutions at Ladbrokes Australia
- 4-2016 - 12-2016  
Enterprise Software Manager at Ladbrokes Australia

## Education

Drew has no verified education history

## More Information

### Social Presence :



### Prographics :

Exp : **21** Location : **Greater Brisbane Area, Australia** Job Level : **Leadership**

Designation : **Group Chief Technology Officer at Entain Australia & New Zealand**

# Insights For Selling To Drew

## 👉 During A Call Or A Meeting

### DO's

- Be prepared for a lot of questions, answer them objectively
- Ask them questions to understand their needs better while staying affable
- Build rapport, it will come handy to handle hard questions later

### DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't try to rush them into a decision, provide all necessary information first
- Don't brush off any concerns, take all questions seriously

## 👉 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 Drew, 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 Drew is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Drew

- *They are practical and friendly, don't expect a clear-cut response often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Drew Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Drew Take Some Risk Or Not?

- *They evaluate their decisions systematically and are less likely to take risks.*

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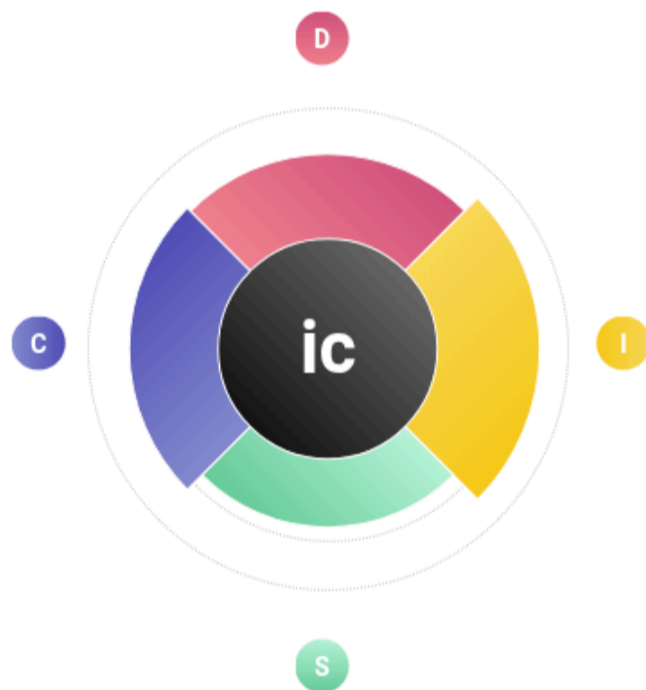
## You And Drew

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Drew'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.