



EDDIE WEBBINARO

Initiator
DISC Type : Di

Head of Solutions Engineering at Akuity
Peru, New York, United States

Overview

Eddie is a sales engineering leader with 15 years of experience delivering CI/CD and DevOps solutions at companies like Akuity, CircleCI, and Atlassian. A graduate of the Rochester Institute of Technology, he specializes in building high-performing software teams. Colleagues describe him as intelligent, hard-working, and a natural leader.

Outside of his tech career, Eddie is deeply committed to his local community. He dedicates his time to serving as a volunteer firefighter and is also an elected School Board Member, demonstrating a strong passion for public service and local engagement.

He is a tech executive who also serves his community as a volunteer firefighter and an elected school board member.

Personality Overview

Friendly Challenger **Risk-Accepting** **Impact-Oriented**

They measure a product on its merit but can be influenced by strong testimonials. They don't mind taking a stand if they believe in something. They usually prefer to drive the conversation.

Topics They Care About

- Enterprise GitOps**
As Head of Solutions Engineering at Akuity, he is focused on leveraging Argo CD to redefine Kubernetes and GitOps adoption for large enterprise companies.
- Community Service**
Demonstrates a strong commitment to public service through his long-standing roles as a volunteer firefighter and an elected member of his local school board.
- CI/CD & DevSecOps**
Has over a decade of experience leading teams in the CI/CD space and has presented on embedding security into the software supply chain.

Solutions Engineering

Passionate about building and leading high-performing global solutions and field engineering teams, as shown throughout his career at Akuity and CircleCI.

Unlocking Team Potential

Focuses on helping large software teams improve velocity and efficiency, a key theme from his time at Atlassian working on their Open DevOps platform.

New York Sports

[Predicted] Given his education and community involvement in upstate New York, he may follow professional sports teams from the region like the Buffalo Bills or New York Giants.



Media Appearances

Eddie has no verified media appearances

Work History

- 10-2025
Head of Solutions Engineering at Akuity
- 2-2024 - 10-2025
Sr. Director, Global Head of Field Engineering at CircleCI
- 6-2021 - 2-2024
Global Director, Head of Solutions Engineering at CircleCI
- 3-2020 - 6-2021
Enterprise DevOps Lead, Solutions Engineering at Atlassian
- 1-2019 - 3-2020
Global Head of Solutions Engineering at CircleCI

Education

- 2006 - 2008
Bachelor of Science - BS from Rochester Institute of Technology - Saunders College of Business
- 2004 - 2006
A.A.S. from Clinton Community College

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Peru, New York, United States** Job Level : **Mid-senior**

Designation : **Head of Solutions Engineering at Akuity**

Insights For Selling To Eddie

👉 During A Call Or A Meeting

DO's

- Keep your pitch focused on the impact but insert some anecdotes into it
- Get them to a point where they are ready to bat for your product internally
- Look like someone who is on top of their game

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be unorganized, be prepared for the pitch
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 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: Eddie, 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 Eddie is

- *Product value plays a big role, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Eddie

- *If they do not firmly believe in you, they will refuse without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Eddie Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Eddie Take Some Risk Or Not?

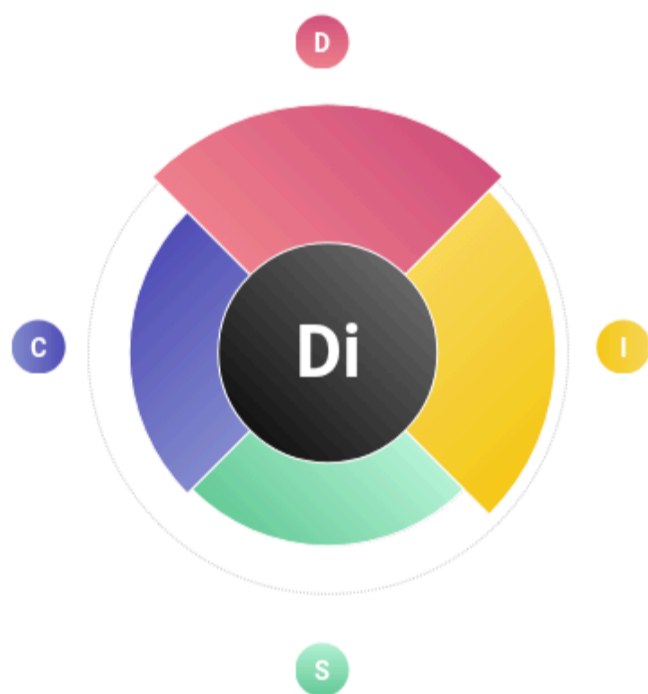
- *They have the capability of taking risky decisions if necessary.*

You And Eddie

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Eddie'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.