



EUGENE MARCHENKO

Critic
DISC Type : C

Global Cyber Security Director at Carmeuse
Leuven, Flemish Region, Belgium

Overview

Eugene is the Global IT and OT Security Director at Carmeuse, with over 15 years of experience in cybersecurity and compliance. Holding an Executive MBA and top certifications like CISSP and CISM, he is described by colleagues as intelligent, hard-working, and highly energetic.

Eugene has a strong perspective on professional ethics and values pragmatic, effective solutions. His focus on continuous improvement is evident through his numerous certifications and advanced degrees. He is dedicated to building a strong, innovative cybersecurity team to protect global operations.

He once publicly questioned sales tactics offering gift cards for meetings, asking, "Since when did cyber marketing turn into bribery? "

Personality Overview

Objective Thinker **Critic** **Negotiator**

Unless the value is proven by data, they are unlikely to value fancy features. It is very likely that they will negotiate pricing or other important terms. They enjoy working alone and do not rely on others very often.

Topics They Care About

IT/OT Security
He is actively leading the strategy for Carmeuse's advanced OT security stack and bridging the gap between IT and OT with practical, balanced solutions.

Identity & Access Management
He is currently hiring for a leadership role to shape and lead the company's IAM/IGA function, emphasizing its importance in global security and governance.

Cybersecurity Strategy

His primary role involves developing and implementing a comprehensive information security strategy that aligns with global business objectives and mitigates risk.

Ethical Engagement

He has publicly expressed a strong distaste for transactional sales tactics, such as offering gift cards for meetings, preferring value-based professional interactions.

Building Teams

[Predicted] Based on his active recruiting for key roles, attracting and developing top talent to build a world-class cybersecurity team is a major priority.



Media Appearances

Eugene has no verified media appearances

Work History

- 1-2021
Global Cyber Security Director at Carmeuse
- 9-2017 - 1-2021
Head of cyber security & compliance - Zone Europe at Anheuser-Busch InBev
- 7-2012 - 8-2017
Information Security Manager at Materialise
- 6-2006 - 12-2011
Head of Project Management Office at SITRONICS IT
- 9-2005 - 5-2006
Head of Project Management at Ciklum

Education

- 2010 - 2012
Executive MBA from Kyiv Mohyla Business School, kmbs
- 1999 - 2005
Master from National Technical University of Ukraine "KPI"

More Information

Social Presence :



Prographics :

Exp : **19** Location : **Leuven, Flemish Region, Belgium** Job Level : **Mid-senior**

Designation : **Global Cyber Security Director at Carmeuse**

Insights For Selling To Eugene

👉 During A Call Or A Meeting

DO's

- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Don't forget to mention how you compare to competition on both features and pricing
- Leverage facts and figures wherever possible; use percentages, numbers etc.

DONT's

- Make extra effort to not seem pushy or confrontational
- Don't try too hard to build a relationship with them
- Do not use very emotional or colorful language

👉 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 Eugene, this is [user_fname] at [user_companynamefirsttwowords].

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 Eugene is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Eugene

- *It is not very hard for them to say no if they are not convinced about the decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Eugene Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Eugene Take Some Risk Or Not?

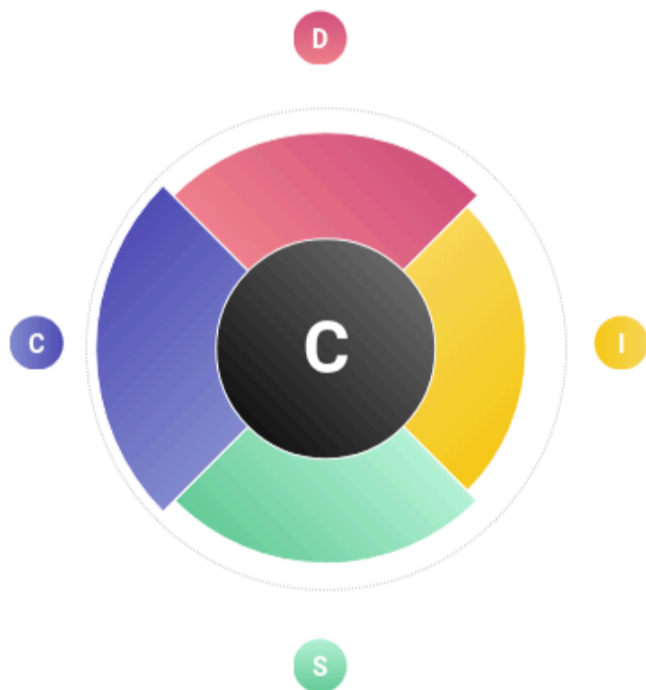
- *They can take risks if their analysis shows that it would be worth it.*

You And Eugene

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Eugene'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.