



GREGORY G. MACK

Inquirer
DISC Type : cd

Director of Research Partnerships and Innovation at University of Regina
Regina, Saskatchewan, Canada

Overview

Gregory G. Mack is a management professional with extensive experience in higher education and venture capital, holding both a PhD and an MBA. He specializes in leading external relations, building global partnerships, and managing innovation ecosystems to connect research with industry and funding.

He founded Straight Path Capital, a boutique firm providing specialized impact investment services.

Personality Overview

Judgemental

ROI Conscious

Demanding

They can be nudged to make faster decisions by offering what they value. They respond well to confident salespeople. They focus on objectivity in a pitch and pay little attention to bells and whistles.

Topics They Care About

University Innovation

His career focuses on helping universities translate research, build innovation ecosystems, and connect with industry partners for commercialization.

Impact Investing

He founded a boutique impact investment firm and managed UCEED, a large, philanthropically funded, university-based early-stage investment fund in Canada.

Global Partnerships

A core theme of his work involves building and managing relationships with key universities, governments, funders, and industry partners on an international scale.

Research Commercialization

Passionate about bridging the gap between academic discovery and creating economic and social impact through licensing, company formation, and investment.

Higher Education Leadership

His experience includes strategic planning and operational execution for university international offices and directing large-scale academic and research programs.

Saskatchewan Roughriders

[Predicted] Based on his current role at the University of Regina, he may follow the local CFL team.



Media Appearances

U of R in Japan: Strengthening Partnerships, Growing Research and Academic Opportunities. Featured in University of Regina – Stories

Read Now

Article

Gregory Mack | University of Regina. Featured in University of Regina – Research Directory

Read Now

Article

Work History

- 11-2023
Director of Research Partnerships and Innovation at University of Regina
- 6-2023
Founder and Principal at Straight Path Capital
- 3-2021 - 6-2023
Senior Manager, Fund Operations at Innovate Calgary
- 3-2020 - 3-2021
Senior Business & Financial Analyst at Innovate Calgary
- 11-2015 - 3-2020
International Relations Manager at University of Calgary

Education

- Doctor of Philosophy - PhD from McGill University
- Master of Business Administration - MBA from Haskayne School of Business

More Information

Social Presence :



Prographics :

Exp : 12 Location : Regina, Saskatchewan, Canada Job Level : Mid-senior

Designation : Director of Research Partnerships and Innovation at University of Regina

Insights For Selling To Gregory G.

👉 During A Call Or A Meeting

DO's

- Stress on the business value that your product offers
- Highlight the competitive differentiation of your product
- Ask them questions confidently while doing discovery, don't be apologetic

DONT's

- Refrain from asking too many questions
- Don't expect them to change their mind quickly if they say no once
- Don't try to be an alpha salesperson, give them equal space

👉 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 Gregory G., 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 Gregory G. is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Gregory G.

- *They may not be very forthcoming, but they will say no if needed.*

Insights For Deal Planning

How Fast (Or Slow) Will Gregory G. Move?

- *Their decision making speed is somewhere in the middle.*

Can Gregory G. Take Some Risk Or Not?

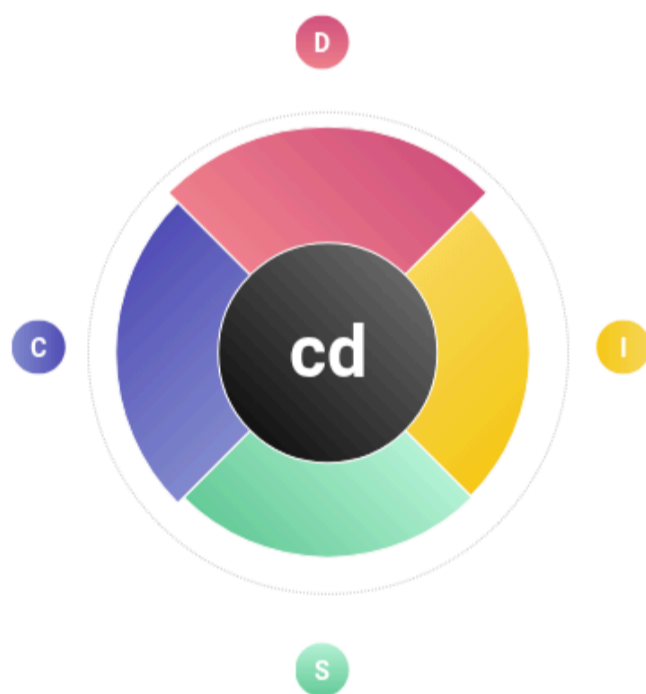
- *They can take risks but after weighing up the pros and cons.*

You And Gregory G.

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Gregory G.'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.