



# HADAS MERON

**Wildcard**  
DISC Type : isc

**Senior Manager Marketing Operations at Navan**  
Israel

## Overview

Hadas has no verified overview

### 👉 Personality Overview

**Requires Proof**      **Friendly But Slow**      **Curious But Skeptical**

They typically tend to be late adopters even when they seem friendly and excited about what you have to sell. They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions. They are often friendly and nice, but can sometimes surprise you with their piercing questions.

### 👉 Topics They Care About

Hadas has no verified topics they care about

## Media Appearances

Hadas has no verified media appearances

## Work History

- 3-2026  
Senior Manager Marketing Operations at Navan
- 11-2025 - 3-2026  
Marketing Operations Lead at Guesty
- 8-2024 - 12-2025  
Marketing Tech Innovation Lead at Kaltura
- 7-2022 - 8-2024  
Senior Manager Marketing Operations at Kaltura
- 9-2016 - 6-2022  
Marketing Manager, Health Care Business at 3M

## Education

- Bachelor's degree from Bar-Ilan University
- Master of Business Administration - MBA from Bar-Ilan University

## More Information

Social Presence :



Prographics :

Exp : **12** Location : **Israel** Job Level : **Middle** Designation : **Senior Manager Marketing Operations at Navan**

## Insights For Selling To Hadas

### 👉 During A Call Or A Meeting

#### DO's

- Use phrases like 'clear proof that', 'data shows' etc.
- Ask them questions to understand their needs better while staying affable
- Help them realize that there is no personal risk in making this decision

#### DONT's

- Avoid phrases like 'trust me', 'you will just love it' etc.
- Avoid winging it with them particularly, answer a question only if you know the answer well
- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Hadas, [user\_fname] here at [user\_companynamewordstwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Hadas, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi', 'Hello' etc. (along with the first name)*

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

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

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Hadas is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Hadas

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

## Insights For Deal Planning

How Fast (Or Slow) Will Hadas Move?

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

Can Hadas Take Some Risk Or Not?

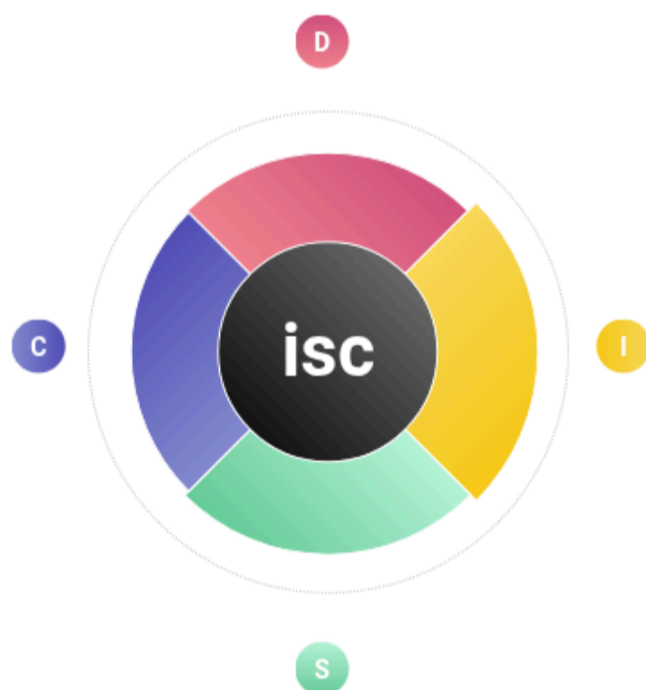
- *They weigh all decisions systematically and are unlikely to take many risks.*

## You And Hadas

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Hadas'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.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

### 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.