



## JAMIE DODD

**Energizer**  
DISC Type : I

**Technology Transformation Director at Specsavers**  
Greater Portsmouth Area, United Kingdom

### Overview

An IT leader with a background in retail and finance, Jamie is currently the Technology Transformation Director at Specsavers. A graduate of the University of Plymouth, he focuses on growing IT capabilities to support business transformation. People he has worked with often describe him as calm, rational, and business-focused.

Jamie is leading a global initiative to replace Specsavers core optical Practice Management System, moving its technology from stores to the cloud.

### Personality Overview

**Believer**

**Enthusiastic**

**Relationship Oriented**

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are really good at seeing what the long-term impacts of their decisions could be. They are friendly, approachable and love to make new connections.

### Topics They Care About

#### **Global System Rollouts**

Currently leading a project to replace the core Practice Management System for Specsavers across all its global markets.

#### **Cloud Transformation**

Focused on moving technology from in-store to the cloud, creating digital foundations to support future retail and customer ambitions.

#### **Data & Analytics**

Previously established and built Aviva's first Big Data capability using Hadoop technology and advanced analytics tools.

#### **IT Service Management**

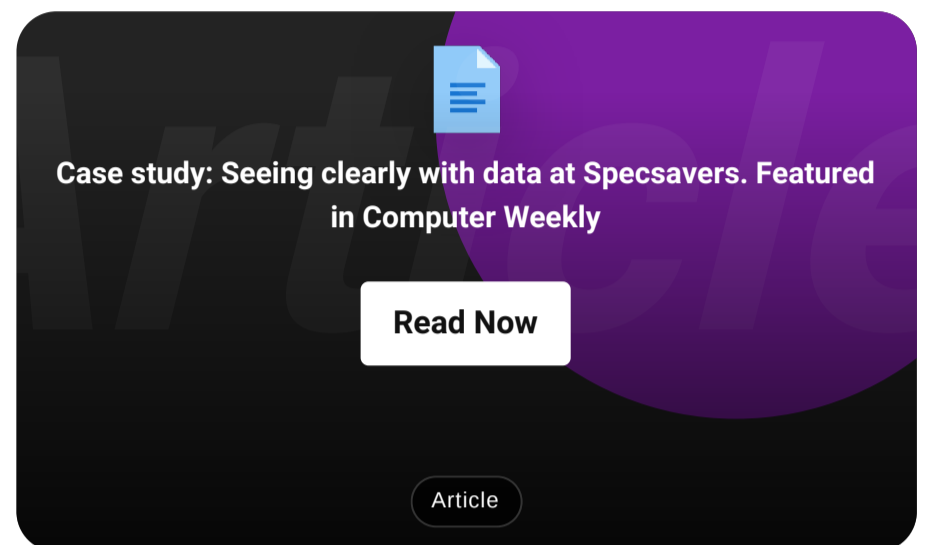
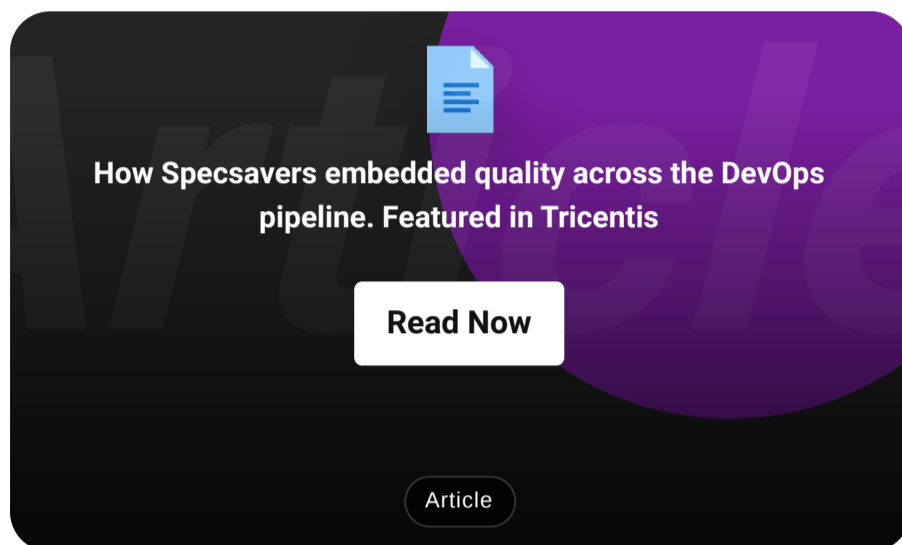
Has a deep background in managing IT run services, application support, and operations for large international organizations.

## Team Empowerment

[Predicted] His professional goal is to "be successful by making a success of those around you," indicating a strong focus on collaborative leadership.



## Media Appearances



## Work History

- 1-2022  
Technology Transformation Director at Specsavers
- 6-2018 - 1-2022  
Global Director of IT Run Services at Specsavers
- 7-2016 - 6-2018  
Global Head of Application Support, Operations and Integration at Specsavers
- 1-2015 - 7-2016  
Head of Digital Development - Data & Analytics at Aviva
- 3-2013 - 12-2014  
Head of Corporate Applications at Aviva

## Education

- 1995 - 1998  
BSc (Hons) from University of Plymouth
- Education details unavailable from John of Gaunt Secondary School, Trowbridge, Wiltshire

## More Information

### Social Presence :



### Prographics :

Exp : **25** Location : **Greater Portsmouth Area, United Kingdom** Job Level : **Mid-senior**

Designation : **Technology Transformation Director at Specsavers**

# Insights For Selling To Jamie

## 👉 During A Call Or A Meeting

### DO's

- Use phrases like 'people will love', 'massive impact' etc.
- Speak enthusiastically with energy, maintain a clear and confident tone
- Do some small talk, ask them how things are going on their side

### DONT's

- Don't assume a yes just because they have not said no
- Avoid cutting into their flow
- Don't be excessively objective, be a storyteller

## 👉 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 Jamie, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Jamie, 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, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

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

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jamie is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Jamie

- *They will probably never say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Jamie Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Jamie Take Some Risk Or Not?

- *They can accept limited risks, ones that they think will not impact them personally.*

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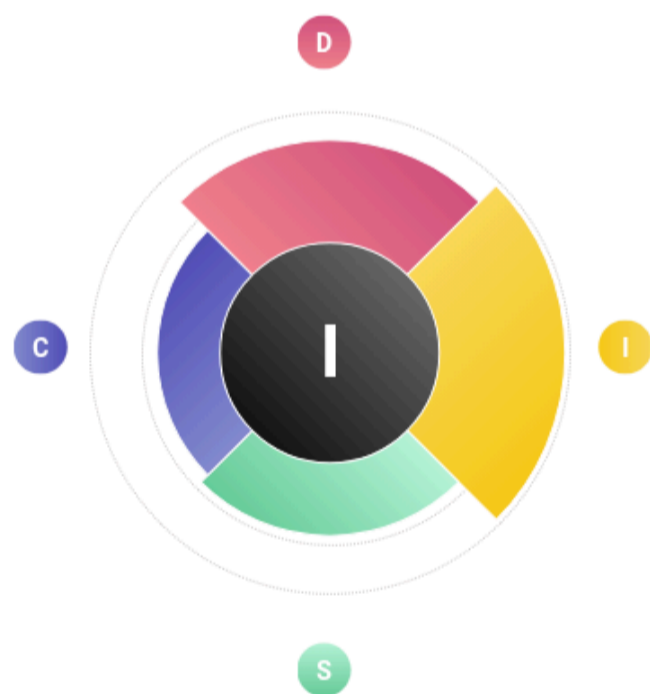
## You And Jamie

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jamie'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.