



JAY ASKINASI

Wildcard
DISC Type : sic

Chief Revenue Officer at Paramount
United States

Overview

Jay Askinasi is the Chief Revenue Officer at Paramount, leading its advertising sales and digital-first monetization strategy. His career spans leadership roles at Roku and Publicis Groupe, establishing him as an expert in ad tech, data-driven platforms, and the converged video landscape. He holds a Bachelor of Arts from the University of Maryland.

Outside of his executive career, Jay is a family man. Public records indicate he is a husband to Shannon and a father to three children, Devin, Sage, and Perri. His connections appear rooted in the Baltimore and Maryland communities where he attended university.

He was hired into a newly created role at Paramount specifically to help the media giant compete with major tech platforms for digital advertising revenue.

👉 Personality Overview

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

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

- Streaming Monetization**
His career at Roku and now Paramount is centered on driving revenue and growth for streaming platforms through innovative advertising strategies.
- Ad Tech Evolution**
He has deep experience across programmatic, data platforms, and mobile ad tech, and speaks on modernizing advertising for the digital age.
- Data-Driven Advertising**
Leveraging data-driven insights to inform commercial strategy and create unified advertising platforms is a core part of his leadership role at Paramount.

Cross-Platform Measurement

Has spoken on the industry challenge of creating consistent targeting and measurement standards across linear TV, streaming, and digital video.

Family and Community

Public records show he is a husband and father of three, suggesting a focus on family life outside his professional responsibilities.

Maryland Terrapins

[Predicted] As an alumnus of the University of Maryland, he likely follows and supports their collegiate sports teams.



Media Appearances

Paramount Hires Jay Askinasi as Chief Revenue Officer.
Featured in The Hollywood Reporter

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Article

Episode 86: Jay Askinasi tells us whether Roku is a streaming platform, an ad Featured in Spotify

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Spotify

Paramount Sees Ad Battle Amazon, Google, But Faces Tricky Sales Featured in Variety

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Article

Jay Askinasi to lead Paramount ad sales. Featured in Ad Age

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Article

Work History

- 11-2025
Chief Revenue Officer at Paramount
- 4-2024
Advisor at SC Holdings
- 4-2024 - 10-2025
SVP, Head of Global Media Revenue & Growth at Roku
- 1-2023 - 4-2024

Education

- BA from University of Maryland

Chief Executive Officer, PMX US at Publicis Groupe

• 9-2021 - 3-2024

Board Member at CitrusAd

More Information

Social Presence :



Prographics :

Exp : 5 Location : **United States** Job Level : **Leadership** Designation : **Chief Revenue Officer at Paramount**

Insights For Selling To Jay

👉 During A Call Or A Meeting

DO's

- Help them realize that there is no personal risk in making this decision
- Persuade objectively how your product will help them achieve their goals
- Share testimonials from known people and give multiple examples of product value

DONT's

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

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Jay, how are you? This is Ayush at Humantic AI.

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company offers an AI-powered DevSecOps platform that can balance speed and security in a single place. And 50% of Fortune 100 companies trust it today.

Ask: Jay, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 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 Jay is

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

Will you ever get a clear answer from Jay

- *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

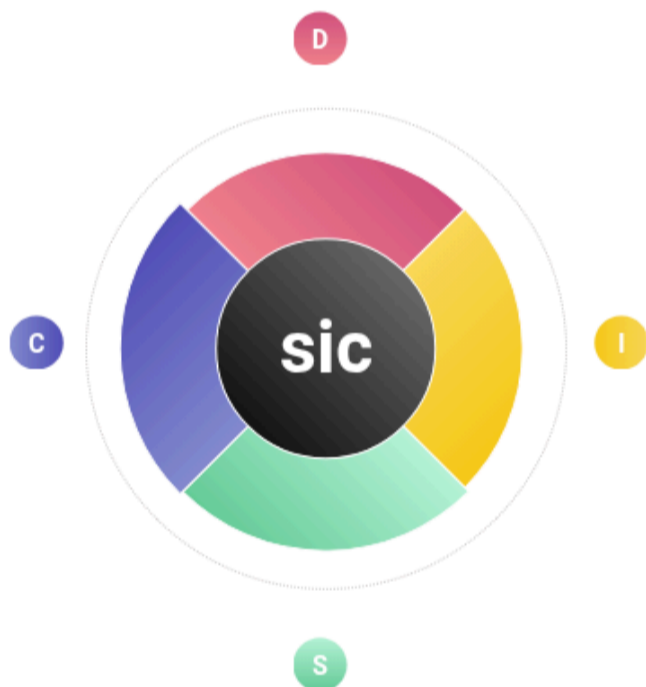
How Fast (Or Slow) Will Jay Move?

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

Can Jay Take Some Risk Or Not?

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

DISC Profile : Jay's Key Traits



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.

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.

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.