



Jo SCOTT

Collaborator

DISC Type : is

Vice President Global Marketing at Proxima

United Kingdom

Overview

Jo is the Vice President of Global Marketing at Proxima, specializing in leading global teams to deliver impactful B2B marketing campaigns. A graduate of Leeds Trinity University, she has extensive client-side and agency experience. Colleagues describe her as a talented, energetic, and commercially sharp professional.

Outside of her direct marketing responsibilities, Jo has a demonstrated history of balancing a demanding career with personal commitments, having taken a career break to raise a family before continuing her professional ascent. Her interests include following developments at major consulting firms.

Unique fact: Early in her career, she managed marketing for Virgin Cars and launched a new credit card for National Australia Group.

Personality Overview

Fair-minded

Appreciative

Consensus Builder

They are more likely to opt for solutions that are proven in the market. Scenarios where both sides can come out as winners appeal to them greatly. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are.

Topics They Care About

Procurement Leadership

Frequently shares and promotes Proxima's CPO Report, focusing on the priorities, challenges, and opportunities facing Chief Procurement Officers in the current market.

Global Expansion

Her recent activity highlights a strong focus on Proxima's launch and growth in the Asia-Pacific (APAC) region, including team building and strategic partnerships.

B2B Marketing Strategy

Her entire career trajectory focuses on delivering communication and marketing campaigns for B2B audiences, particularly FTSE 250 businesses and clients in North America and Europe.

Talent Recruitment

Actively posts about open roles within her growing team at Proxima, indicating a focus on attracting and hiring top marketing talent.

Work-Life Integration

[Predicted] Her career path includes a deliberate break to raise a family, demonstrating a personal understanding of balancing professional growth with family life.



Media Appearances

Jo has no verified media appearances

Work History

- 10-2022
Vice President Global Marketing at Proxima
- 2-2021
Global Marketing Director at Proxima
- 11-2018 - 2-2021
UK Marketing Director at Proxima
- 11-2008 - 10-2018
Head of Marketing & Sales at Harrogate Holiday Cottages
- 6-2004 - 2-2005
Account Director at The Black Hole (now Alchemy)

Education

- 1992 - 1995
Bachelor of Arts - BA from Leeds Trinity University

More Information

Social Presence :



Prographics :

Exp : **26** Location : **United Kingdom** Job Level : **Senior** Designation : **Vice President Global Marketing at Proxima**

Interested In

Sports

Ladies Rugby

Insights For Selling To Jo

👉 During A Call Or A Meeting

DO's

- Show genuine interest in solving their problems
- Show them how they look good by making this decision
- When asking them questions, sound relatable and informal

DONT's

- Don't push them to make decisions very fast, let them take their time
- Don't sound very transactional
- Don't ask too many questions that sound too dry and objective

👉 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 Jo, [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: Jo, 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 Jo is

- *Relationships can play a major role, followed by low risk and strong market validation.*

Will you ever get a clear answer from Jo

- *They are not very direct, and unlikely to say no to your face.*

Insights For Deal Planning

How Fast (Or Slow) Will Jo Move?

- *They can take their time to make decisions, even if they are constantly involved and friendly.*

Can Jo Take Some Risk Or Not?

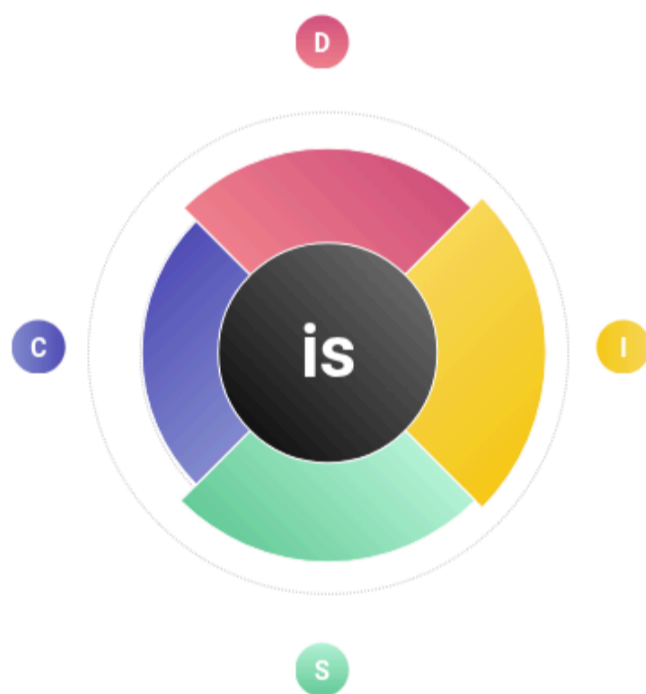
- *It is unlikely that they will take many risks.*

You And Jo

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jo'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.