



JON BAGSHAW

Observer
DISC Type : ci

Head of IT Security at University of Bradford
Bradford, England, United Kingdom

Overview

Jon Bagshaw is the Head of IT Security at the University of Bradford, where he has built his career since earning his BEng from the institution. A Certified Information Systems Security Professional (CISSP), he leads security operations, strategy, and manages a team of engineers to protect the university.

He is actively evaluating new security tools, with a recent focus on testing the SOAR (Security Orchestration, Automation, and Response) capabilities in Logpoint v7.

👉 Personality Overview

Value Driven

Curious

Example Seeker

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are likely to ask many questions and look heavily for supporting information. They are generally good communicators and can be hard to convince.

👉 Topics They Care About

Cyber Security Strategy

As the lead advisor on security strategy for the university, he provides security briefings to senior management and shapes their long-term defensive posture.

Threat & Vulnerability Management

His career progression highlights extensive experience in threat management, vulnerability scanning with tools like Nessus, and incident response.

Security Automation (SOAR)

He has a specific, recent interest in SOAR capabilities to enhance his team's efficiency, demonstrated by his testing of Logpoint v7.

Higher Education Security

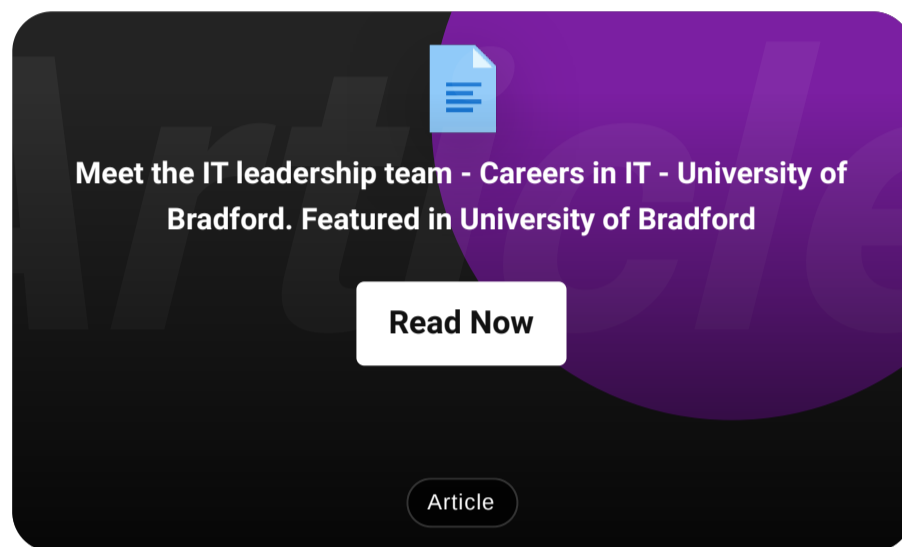
[Predicted] His entire career at the University of Bradford indicates a deep understanding of the unique cybersecurity challenges and compliance needs within the education sector.

Network & Firewall Tech

He manages network engineers and has direct, long-term experience with enterprise firewalls, including Fortinet and Checkpoint.



Media Appearances



Work History

- 5-2023
Head of IT Security at University of Bradford
- 5-2021
Cyber Security & Networks Manager at University of Bradford
- 12-2018 - 5-2021
Senior Network and Security Engineer at University of Bradford
- 1-2016 - 12-2018
Senior Infrastructure Engineer (Network and Security) at University of Bradford
- 4-2004 - 1-2016
Senior Computer Officer at University of Bradford

Education

- 1987 - 1992
BEng from University of Bradford

More Information

Social Presence :



Prographics :

Exp : **30** Location : **Bradford, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of IT Security at University of Bradford**

Insights For Selling To Jon

👉 During A Call Or A Meeting

DO's

- Persuade objectively how your product will help them achieve their goals
- Build rapport, it will come handy to handle hard questions later
- Focus on immediate action-items rather than the larger goals

DONT's

- Don't brush off any concerns, take all questions seriously
- Avoid making offhand commitments
- Don't rely excessively on your relationship with them to win the deal

👉 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 Jon, 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: Exciting but objective

Example: Making it personalized, 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

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

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Jon is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Jon

- *They are practical and friendly, don't expect a clear-cut response often.*

Insights For Deal Planning

How Fast (Or Slow) Will Jon Move?

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

Can Jon Take Some Risk Or Not?

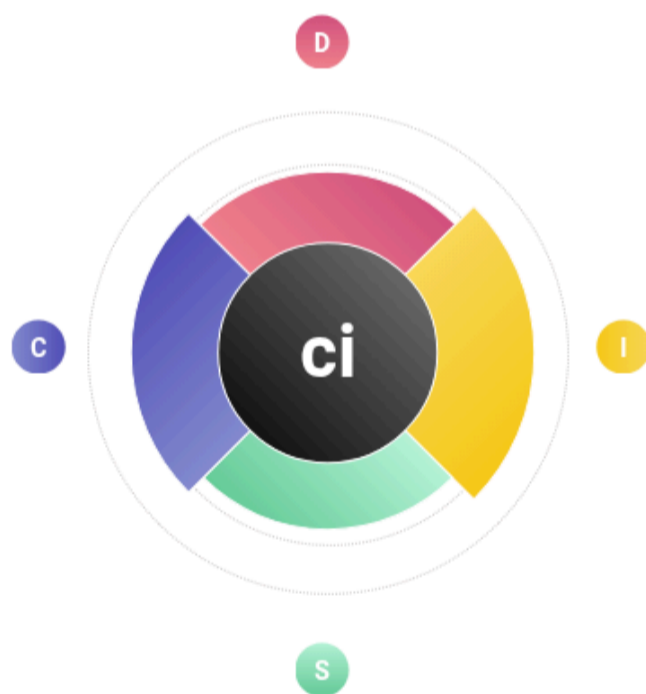
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Jon

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jon'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.

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.