



# JONATHAN THURLWELL

**Inquirer**  
DISC Type : cd

**Head of Emerging Technologies at Ofgem**  
London, England, United Kingdom

## Overview

Jonathan has no verified overview

### 👉 Personality Overview

**Demanding**      **Upfront**      **Hard To Convince**

They focus on objectivity in a pitch and pay little attention to bells and whistles. They care equally about the product and its potential impact. They don't always try to control the conversation but neither do they like yielding it fully.

### 👉 Topics They Care About

Jonathan has no verified topics they care about

## Media Appearances

Jonathan has no verified media appearances

## Work History

- 3-2026  
Head of Emerging Technologies at Ofgem
- 10-2025 - 2-2026  
Head of AI Policy at Ofgem
- 8-2024 - 9-2025  
Interim Head of AI Policy at Ofgem
- 10-2023 - 9-2025  
Director at JRT Insight
- 12-2022 - 6-2024  
Independent Consultant at Freelance

## Education

- 11-2025 - 12-2025  
AI Ethics from Saïd Business School, University of Oxford
- 4-2025 - 5-2025  
Artificial Intelligence Programme from Saïd Business School, University of Oxford

## More Information

Social Presence :



Prographics :

Exp : 5 Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Emerging Technologies at Ofgem**

## Insights For Selling To Jonathan

### 👉 During A Call Or A Meeting

#### DO's

- Ask them questions confidently while doing discovery, don't be apologetic
- Make sure that you you respond to any queries from them quickly
- Stress on the business value that your product offers

#### DONT's

- Refrain from asking too many questions
- Don't expect them to change their mind quickly if they say no once
- Don't try too hard to get friendly, let it happen with time

## 👉 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 Jonathan, 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:** To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jonathan is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Jonathan

- *They might hesitate a little, but they will say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Jonathan Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Jonathan Take Some Risk Or Not?

- *Once they have analyzed the pros and cons, they can take some risks.*

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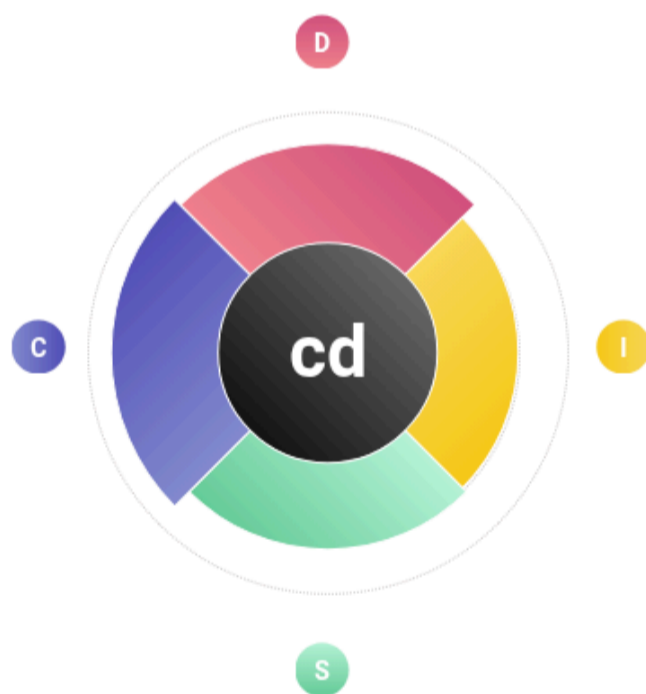
## You And Jonathan

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jonathan'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.

### DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.