



# KELLY FREDRICKSON

**Initiator**  
DISC Type : Di

**Head of Global Brand and Public Relations at T. Rowe Price**  
Boston, Massachusetts, United States

## Overview

Kelly Fredrickson is the Head of Global Brand and Public Relations at T. Rowe Price, bringing over 20 years of experience in brand development and strategic planning. A graduate of the University of Massachusetts Amherst, she previously held roles as President and Chief Culture Officer at MullenLowe U. S. , leading major accounts.

Outside of her professional life, Kelly is a mother who enjoys running and is a proponent of positive psychology, in which she holds a certification. She is also passionate about celebrating and promoting inspirational entrepreneurs.

She took on the newly created role of Chief Culture Officer at MullenLowe U. S. , championing a modern, diverse, and innovative workplace.

## 👉 Personality Overview

**Confident**      **Conviction Driven**      **Risk-Accepting**

They respond well to objective pitches but also attach some value to relationships. They don't mind taking a stand if they believe in something. They usually prefer to drive the conversation.

## 👉 Topics They Care About

**Brand Storytelling**  
Leads global brand strategy at T. Rowe Price, focusing on creative storytelling across TV, digital, and experiential channels to engage customers.

**Workplace Culture**  
Passionate about building inclusive and creative work environments, as evidenced by her former role as a Chief Culture Officer and her "Culture Maker" professional headline.

**AI in Creativity**

Lists "Creativity + Ai" in her professional headline, indicating a forward-looking interest in how artificial intelligence is shaping the marketing and creative industries.

### Diversity & Inclusion

As a leader, she has spoken publicly about the importance of acknowledging privilege and taking responsibility to denounce racism, sexism, and hate in the workplace.

### Positive Psychology

Holds a certification in Positive Psychology and publicly supports authors and leaders in the field, indicating a personal interest in its principles.

### Family & Mentorship

Publicly supports her son's budding career by introducing him to her professional network, showing she values family and mentoring the next generation.



## Media Appearances

Kelly has no verified media appearances

## Work History

- 1-2024  
Head of Global Brand and Public Relations at T. Rowe Price
- 10-2023 - 1-2024  
Chief Culture Officer at MullenLowe U.S.
- 4-2018 - 10-2023  
President at MullenLowe U.S.
- 5-2008 - 3-2018  
svp/channel marketing executive at Bank of America
- 2-2006 - 5-2008  
Chief of Staff at Modernista!

## Education

- 1984 - 1988  
Bachelor of Science from University of Massachusetts Amherst
- Education details unavailable from Colegio Teresiano; Caracas, Venezuela

## More Information

### Social Presence :



### Prographics :

Exp : **19** Location : **Boston, Massachusetts, United States** Job Level : **Mid-senior**

Designation : **Head of Global Brand and Public Relations at T. Rowe Price**

# Insights For Selling To Kelly

## 👉 During A Call Or A Meeting

### DO's

- Focus on the big picture and the strategic value of your product
- Refer to testimonials from well known people to highlight the value of your product
- Get them to a point where they are ready to bat for your product internally

### DONT's

- Don't be very informal even if they are being so themselves
- Don't keep repeating the same information, it could make them impatient
- Don't be unorganized, be prepared for the pitch

## 👉 When Cold Calling

### Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

Greeting: Kelly, this is [user\_fname] at [user\_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

Subject: Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

Salutation: No

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

Greeting: No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

Complimentary Close: Unique, casual

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

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Kelly is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Kelly

- *They will not hesitate to say no if they do not develop conviction.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Kelly Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Kelly Take Some Risk Or Not?

- *If necessary, they have the ability to take risky decisions.*

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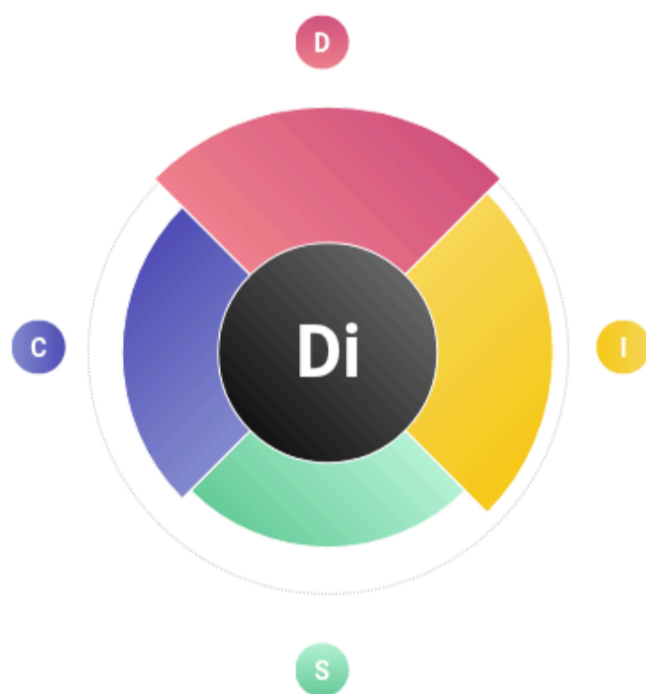
## You And Kelly

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Kelly's Key Traits



### **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.

### **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.