



LAURA SHUTT

Enthusiast
DISC Type : i

VP Strategic Sales & Analytics, UKI at SharkNinja
London Area, United Kingdom

Overview

Laura is the VP of Strategic Sales & Analytics at SharkNinja, with extensive experience in consumer goods from leadership roles at Kimberly-Clark. She specializes in commercial strategy, category management, and capability building, leveraging an analytical mind to solve problems. She holds a Bachelor of Science from Lancaster University.

Her core professional approach is underpinned by continuous improvement and agile working to drive efficiency while improving quality of output for her team.

Personality Overview

Story Driven

Non-Confrontational

Optimistic

Unlike D or C types, they are convinced more by stories and testimonials. They are generally friendly, so be careful when relying on their word. They prefer to build relationships rather than staying totally transactional.

Topics They Care About

Commercial Strategy

Her experience includes leading the development of UK & Ireland category and commercial strategy across multiple categories and customers.

Strategic Sales

As the current VP of Strategic Sales & Analytics at SharkNinja, this is her primary focus for driving business performance.

Data-driven Decisions

With a focus on analytics in her current role and a self-described analytical mind, she thrives on using data for problem-solving and driving efficiency.

Team Development

Her posts consistently emphasize recruiting for "great" and "fantastic" teams, showing a passion for building strong workplace cultures and talent.

Capability Building

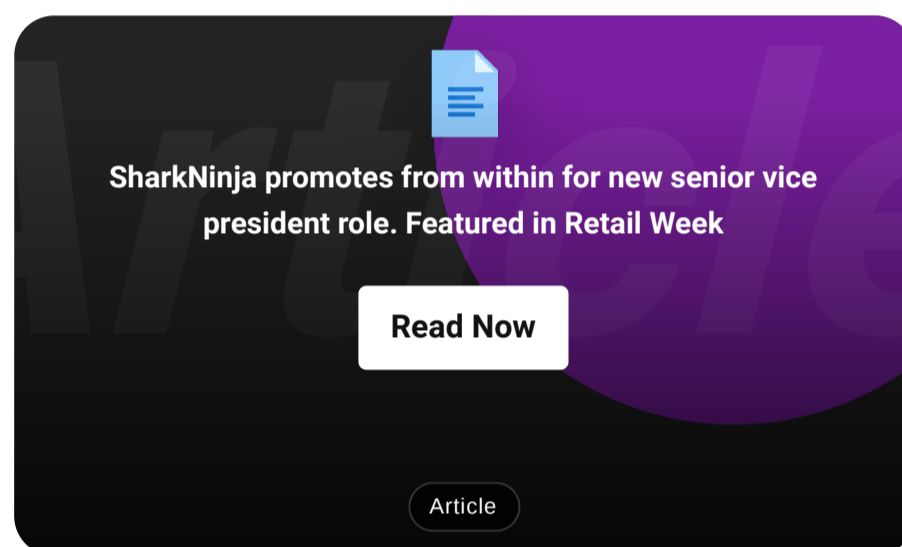
A recurring theme in her career, having held roles like Global Commercial Capabilities Director responsible for global strategy development and implementation.

Category Leadership

Previously led a large team responsible for category development, design, and activation to deliver category growth and financial targets.



Media Appearances



Work History

- 1-2025
VP Strategic Sales & Analytics, UKI at SharkNinja
- 10-2022 - 11-2024
Global Commercial Capabilities Director at Kimberly-Clark
- 3-2020 - 9-2022
Global Customer Engagement Lead at Kimberly-Clark
- 10-2017 - 2-2020
Head of Sales, Grocery Multis Business Unit UK at Kimberly-Clark
- 10-2014 - 9-2017
Head of Category & Commercial Strategy, UK&I at Kimberly-Clark

Education

- 10-1999 - 6-2002
Bachelor of Science - BS from Lancaster University

More Information

Social Presence :



Prographics :

Exp : 23 Location : London Area, United Kingdom Job Level : Senior

Designation : VP Strategic Sales & Analytics, UKI at SharkNinja

Insights For Selling To Laura

👉 During A Call Or A Meeting

DO's

- Speak from experience about success that the product has seen with other customers
- Invite them for a lunch or a drink/coffee
- Maintain high, positive energy and convey confidence

DONT's

- Don't be too formal with them, they trust informality more
- Avoid overloading them with too much information
- Don't ask too many questions in one go, weave them into the flow

👉 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 Laura, [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: Laura, 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, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Laura is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Laura

- *They will hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Laura Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Laura Take Some Risk Or Not?

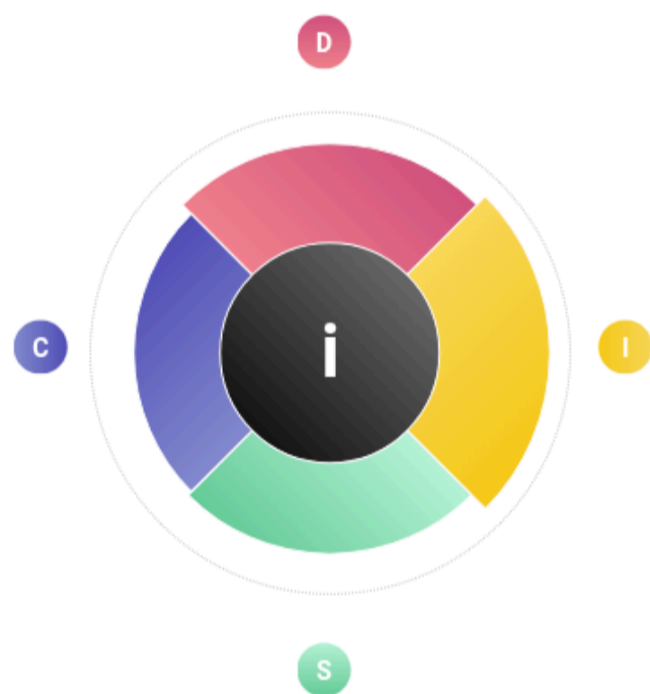
- *They can take some low-probability risks if needed.*

You And Laura

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Laura'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.