



LEKHA N

Critic
DISC Type : C

Senior Manager - Data transformation & Business solutions at Australia Post
Greater Melbourne Area, Australia

Overview

Lekha is a data and analytics leader at Australia Post, specializing in data transformation, governance, and strategy. A SnowPro and AWS certified professional with a Masters from QUT, she is described by colleagues as versatile, calm, and positive. She focuses on aligning data initiatives with business priorities and building strong, supportive teams.

Her publications on clinical data warehousing demonstrate early expertise in applying data to support evidence-based decision-making in healthcare.

Personality Overview

Information Seeker **Precise** **Objective Thinker**

They like to do things independently and don't look for support from others. It is very likely that they will negotiate pricing or other important terms. Unless the value is proven by data, they are unlikely to value fancy features.

Topics They Care About

Analytics Leadership
Passionate about building strong and thriving teams, and frequently posts about hiring for leadership roles requiring strategic thinking and stakeholder management.

Data Transformation
As Senior Manager of Data Transformation, she focuses on leading cross-functional projects that align data and analytics initiatives with overall business strategy.

Data Governance
Her profile highlights expertise in Data Governance and Privacy, showing a focus on delivering business and customer value in a compliant manner.

Cloud Data Platforms

Holds certifications as a SnowPro Advanced Architect and an AWS Certified Cloud Practitioner, indicating expertise in modern cloud data ecosystems.

Healthcare Analytics

Co-authored publications on clinical data warehousing, indicating a specific interest in leveraging business analytics for managing health data and improving decision-making.



Media Appearances

Lekha has no verified media appearances

Work History

- 9-2023
Senior Manager - Data transformation & Business solutions at Australia Post
- 12-2021 - 9-2023
Advanced Analytics & Engagement Manager at Wesfarmers
- 2-2020 - 12-2021
Engagement Lead / Data Engineer at Wesfarmers
- 4-2017 - 2-2020
Senior Consultant at EY Analytics (Asia-Pacific)
- 9-2014 - 4-2017
Data Warehouse and Business Intelligence Developer at William Hill

Education

- 2013 - 2014
Master's Degree from QUT (Queensland University of Technology)
- 2008 - 2011
Master of Business Administration (MBA) from Andhra University

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Greater Melbourne Area, Australia** Job Level : **Middle**

Designation : **Senior Manager - Data transformation & Business solutions at Australia Post**

Insights For Selling To Lekha

👉 During A Call Or A Meeting

DO's

- Use phrases like 'expect X% improvement', 'data clearly shows' etc.
- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Tell them what ROI they can expect

DONT's

- Do not use very emotional or colorful language
- Don't try to give too many examples of other users, they like to make their own decisions
- Avoid phrases like 'trust me', 'others just love' etc.

👉 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 Lekha, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Lekha is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Lekha

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Lekha Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Lekha Take Some Risk Or Not?

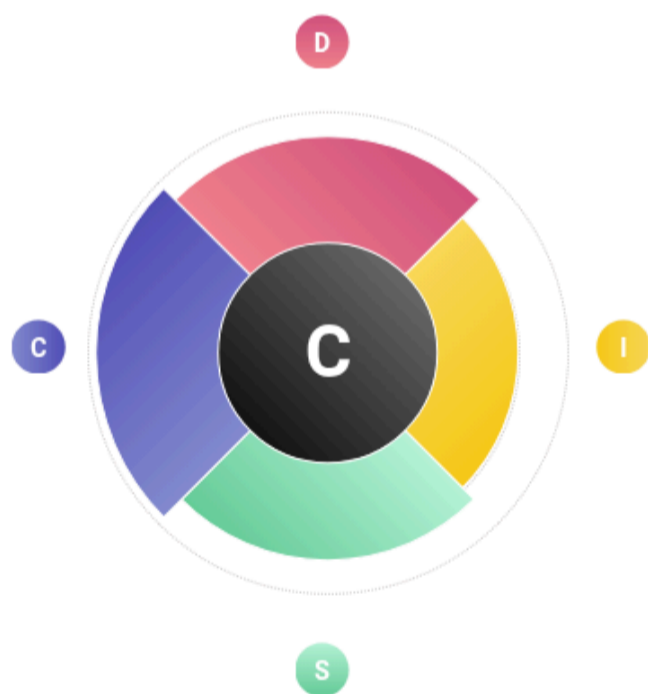
- *They can take risks if their analysis shows that it would be worth it.*

You And Lekha

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lekha'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.