



# MARK CAMPBELL

**Critic**  
DISC Type : C

**Deputy Director of Transformation at Greenpeace Nordic**  
London, England, United Kingdom

## Overview

Mark has no verified overview

### 👉 Personality Overview

Critic      ROI Driven      Objective Thinker

It is very likely that they will negotiate pricing or other important terms. They prefer to analyze logically and value objective facts over emotions. They like to take decisions independently and do not seek others' support often.

### 👉 Topics They Care About

Mark has no verified topics they care about

## Media Appearances

Mark has no verified media appearances

## Work History

- 1-2025  
Deputy Director of Transformation at Greenpeace Nordic
- 10-2023 - 12-2024  
Chief Technology Officer at Greenpeace Nordic
- 7-2022  
Principal at D1VERG3NT Consulting
- 3-2015 - 6-2022  
Head of Engagement Systems at Greenpeace International
- 1-2013 - 2-2015  
Regional Database Manager at Greenpeace Southeast Asia

## Education

- 1994 - 1997  
BA Hons from Royal Holloway, University of London

## More Information

Social Presence :



Prographics :

Exp : 27 Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Deputy Director of Transformation at Greenpeace Nordic**

## Insights For Selling To Mark

### 👉 During A Call Or A Meeting

#### DO's

- Keep some extra margin while sharing pricing, they are likely to negotiate later
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Don't forget to mention how you compare to competition on both features and pricing

#### DONT's

- Don't try too hard to build a relationship with them
- Avoid phrases like 'trust me', 'others just love' etc.
- Don't try to give too many examples of other users, they like to make their own decisions

## 👉 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 Mark, 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 Mark is

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Mark

- *They do not mind saying no if they believe that it is the right decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

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

Can Mark Take Some Risk Or Not?

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

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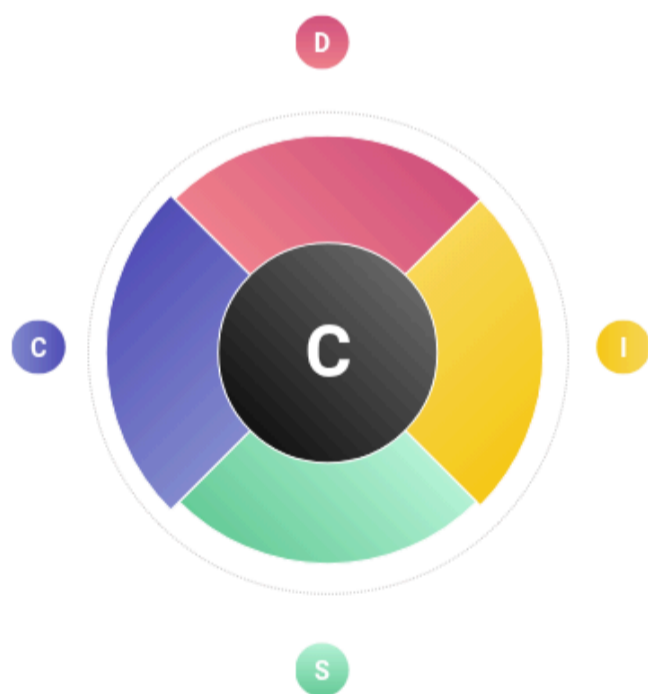
## You And Mark

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Mark'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.