



## MARK MALCOLM

**Critic**  
DISC Type : C

**Programme Director - Major Infrastructure at Anglian Water Services**  
City Of Peterborough, England, United Kingdom

### Overview

Mark Malcolm is the Programme Director for Major Infrastructure at Anglian Water, spearheading the UK's largest water projects, including the new Fens and Lincolnshire reservoirs. A Civil Engineer and Fellow of the Institution of Civil Engineers, he has an MEng from the University of Birmingham and a diverse international career spanning client, contractor, and consulting organisations.

His background reveals a strong entrepreneurial drive, having previously co-founded a licensed Fintech crowdfunding platform in New Zealand. Mark is also community-focused, having supported Hope into Action, a national charity that provides homes for people who are homeless, by hosting and leading a team-building day.

Unique fact: Before leading major UK infrastructure projects, he founded and directed a venture capital and peer-to-peer lending business in New Zealand.

### Personality Overview

Information Seeker

ROI Driven

Critic

It is very likely that they will negotiate pricing or other important terms. They prefer to do logical analysis and value evidence over emotions. Unless the value is proven by data, they are unlikely to value fancy features.

### Topics They Care About

#### Major Water Infrastructure

He leads Anglian Water's multi-billion-pound reservoir programme, a nationally significant investment to secure water for future generations in the East of England.

#### Sustainable Engineering

He has shown a public interest in zero-emission plant trials, highlighting the relevance for major infrastructure projects and a focus on sustainable development.

#### Community Legacy Projects

He has stated his vision for the new reservoirs is to deliver a "positive legacy for the communities," creating new spaces for people and nature to come together.

### Fintech & Startups

He co-founded and directed My Angel Investment, an equity crowdfunding and peer-to-peer lending platform in New Zealand, demonstrating significant entrepreneurial experience.

### Leadership Development

As a Windsor Leadership alumnus, he has a clear interest in high-level leadership principles and development programs for senior executives. [Predicted]

### Community & Social Impact

He has actively supported the homeless charity Hope into Action by organizing and leading a team-building day, showing a commitment to helping vulnerable people.



## Media Appearances

Mark has no verified media appearances

## Work History

- 9-2020  
Programme Director - Major Infrastructure at Anglian Water Services
- 11-2016 - 9-2020  
Director of Delivery (UK / Europe) at Black & Veatch
- 1-2015 - 8-2016  
Director (Australia / New Zealand) at Waitec
- 1-2015 - 8-2016  
Management Consultant / Project Director (Australia / New Zealand) at Independent Consultant
- 1-2015 - 6-2016  
Co-Founder / Director (Australia / New Zealand) at My Angel Investment

## Education

- 1991 - 1995  
Master of Engineering (MEng) from University of Birmingham
- Education details unavailable from Hayes School, Kent, England

## More Information

### Social Presence :



### Prographics :

Exp : **10** Location : **City Of Peterborough, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Programme Director - Major Infrastructure at Anglian Water Services**

# Insights For Selling To Mark

## 👉 During A Call Or A Meeting

### DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Be formal and objective, they will appreciate it more
- Don't forget to mention how you compare to competition on both features and pricing

### DONT's

- Make extra effort to not seem pushy or confrontational
- Don't try to give too many examples of other users, they like to make their own decisions
- Avoid pushing them too much to involve other stakeholders unless it is critical

## 👉 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

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Mark

- *It is not very hard for them to say no if they are not convinced about the 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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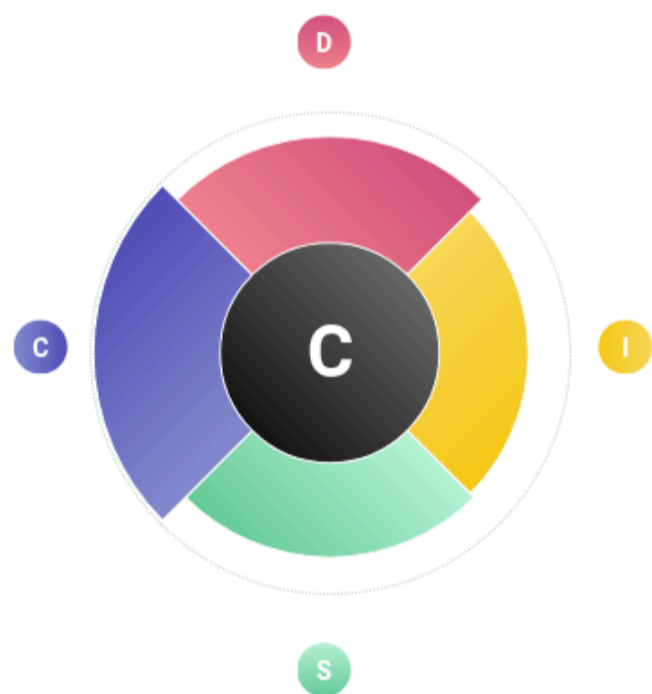
## You And Mark

### 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.