



MIKE RICH

Supporter
DISC Type : s

CRO and President Global Sales at Zscaler
Los Gatos, California, United States

Overview

Mike Rich is a global go-to-market leader with over 30 years of experience, currently serving as the CRO and President of Global Sales at Zscaler. He specializes in building and leading diverse technology sales organizations with a strong focus on delivering customer value. He holds a BA from UC Santa Barbara.

Based on his education at UC Santa Barbara and the Bay Area location of his recent companies, he likely follows local college and professional sports. People who have worked with him describe him as sincere and focused on understanding customer pain points, having followed him across multiple companies.

Unique fact: A colleague has worked with him at four different companies over a span of 15 years, a testament to his leadership and ability to build loyalty.

Personality Overview

Calm **Risk-averse** **Procedural**

Their motivation stems from the impact that their decisions can have on the organization. They usually go by the book, following all rules and procedures. They are unlikely to become strong champions as they don't prefer pushing other people.

Topics They Care About

AI in Cybersecurity
He frequently posts about the AI era, highlighting rising risks, compliance demands, and the explosive growth of enterprise AI activity that requires robust security solutions.

Channel Partnerships
Recently engaged with the EMEA Partner community at a summit in Ireland, emphasizing the importance of partners in navigating the complexities of the current AI landscape for customers.

Customer-centric Sales

His leadership philosophy is grounded in focusing on the 'moments that matter' to customers, believing that their success is the key to achieving optimal results.

Go-to-Market Leadership

As a global go-to-market leader, he is focused on aligning his teams to work in unison towards a common purpose, as highlighted during his recent FY26 Sales Kick-Off.

UC Santa Barbara

[Predicted] As an alumnus of UC Santa Barbara, he likely maintains an affinity for the university and its community.

Bay Area Sports

[Predicted] Given his education in California and career with Bay Area companies like Zscaler and ServiceNow, he may follow local teams like the Golden State Warriors or 49ers.



Media Appearances

A Conversation with Zscaler CRO Mike Rich. Featured in YouTube

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YouTube

Zscaler Adds to Leadership Team With New CMO and CRO. Featured in Zscaler Press Release

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Article

Mike Rich Chief Revenue Officer and President of Global Sales. Featured in Zscaler – Leadership Page

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Article

Mike Rich | Zscaler Blog. Featured in Zscaler – Blog Author Page

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Article

Zscaler (ZS) CRO Rich sells \$492k in shares. Featured in Investing.com

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Article

Zscaler Appoints Two Key Go-to-Market Leaders to Scale Cloud Security. Featured in Yahoo Finance

[Read Now](#)

Article

Mike Rich (Zscaler) @ WEF Davos - 2026 ZKast #30. Featured in YouTube

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YouTube

Work History

- 11-2023
CRO and President Global Sales at Zscaler
- 1-2021 - 11-2023
President Americas at ServiceNow
- 12-2015 - 1-2021
Senior Vice President Sales, Americas at ServiceNow
- 4-2013 - 12-2015
VP Sales, West U.S. West Canada at ServiceNow
- 6-2011 - 4-2013
Sales Director, Northwest US at ServiceNow

Education

- 1988 - 1991
BA from UC Santa Barbara
- Education details unavailable from Los Altos

More Information

Social Presence :



Prographics :

Exp : 30 Location : Los Gatos, California, United States Job Level : N/A

Designation : CRO and President Global Sales at Zscaler

Insights For Selling To Mike

👉 During A Call Or A Meeting

DO's

- Talk about refund and cancellation policy if the need arises
- Pause and ask them if they have any questions
- Focus your pitch on the impact that you could help them have on their organization

DONT's

- Don't don the salesperson avatar, be the friendly advisor instead
- Don't rush them to make quick decisions
- Avoid saying anything that sounds like a risky proposition

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Mike, how are you? This is Abhianshu at Humantic.

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company offers an AI-powered DevSecOps platform that can balance speed and security in a single place. And 50% of Fortune 100 companies trust it today.

Ask: Mike, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Mike is

- *Low risk, approval of other stakeholders and successful process-based evaluation are most important for them.*

Will you ever get a clear answer from Mike

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

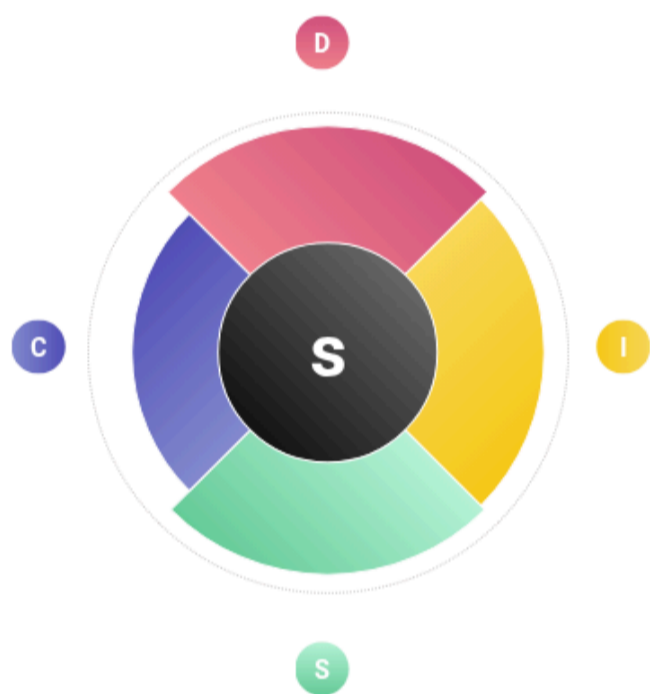
How Fast (Or Slow) Will Mike Move?

- *They do not like to rush, so they could be slow in making decisions.*

Can Mike Take Some Risk Or Not?

- *They are risk-averse and like to make decisions that others support.*

DISC Profile : Mike's Key Traits



STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.