



## PARAG SAMARTH

**Trailblazer**  
DISC Type : ID

**Chief Growth Officer at Wissen Technology**  
New York City Metropolitan Area, United States

### Overview

Parag is a seasoned executive with nearly 40 years of experience in IT services, focusing on driving profitable growth for global financial services organizations. As Chief Growth Officer at Wissen, he emphasizes strategic thinking and deep customer engagement. He holds a PGDBM from XLRI Jamshedpur.

He has served on the board of NPower, a non-profit that creates pathways to success for military veterans and young adults from underserved communities, helping them launch digital careers.

Parag focuses on creating "disproportionate" and industry-leading growth by leveraging disruptive solutions and emerging technologies like AI.

### Personality Overview

**Charismatic**

**Persuasive**

**Assertive**

They are charming and have the ability to align others behind their decisions. They like to keep things under control. They do not mind taking risks and can make hard decisions, if necessary.

### Topics They Care About

#### **AI in Financial Services**

He focuses on using AI-based accelerators and outcome-oriented custom offerings to help financial services organizations stay ahead of technological disruption.

#### **Strategic Business Growth**

His career, with roles like Chief Growth Officer and Chief Strategy Officer, is centered on driving exponential growth through M&A, strategic partnerships, and innovation.

#### **Investment Data Challenges**

He has noted that persistent data challenges across the buy-side, such as manual data transfers, hinder modernization efforts for investment, asset, and wealth managers.

### EdTech Innovation

As a former Chief Strategy Officer for an EdTech company, he has discussed AI's role in education, data privacy, and creating effective learning technology.

### Community Tech Training

He has contributed to non-profits like NPower, which provide free tech training, career development, and job placement to underserved communities and veterans.



## Media Appearances

Parag has no verified media appearances

## Work History

- 2-2025  
Chief Growth Officer at Wissen Technology
- 7-2022 - 2-2025  
Chief Strategy Officer at Magic EdTech
- 3-2020 - 2-2025  
President at Magic FinServ
- 3-2020 - 2-2025  
President at Magic BlockchainQA
- 6-2017 - 10-2019  
Managing Director - Application Services at Accenture

## Education

- 1983 - 1985  
PGDBM from XLRI Jamshedpur
- 1978 - 1983  
Bachelor of Engineering (B.E.) from The Maharaja Sayajirao University of Baroda

## More Information

### Social Presence :



### Prographics :

Exp : 8    Location : **New York City Metropolitan Area, United States**    Job Level : **Leadership**

Designation : **Chief Growth Officer at Wissen Technology**

# Insights For Selling To Parag

## 👉 During A Call Or A Meeting

### DO's

- Keep your pitch focused on the impact but nurture the relationship too
- Talk about yourself and some of your achievements at the start of the conversation
- Address your competition clearly and confidently

### DONT's

- Avoid unnecessary negativity or slowness
- Do not look like someone who doesn't know what they are talking about
- Don't hesitate from asking them how they truly feel about your product

## 👉 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 Parag, [user\_fname] here at [user\_companynamewordstwowords] 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:** Parag, 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:** Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

**Complimentary Close:** Unique, casual

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Informal, direct

**Overall Messaging:** Focused on personal achievement

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Parag is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Parag

- *If they are not convinced, they will say no albeit in a friendly manner.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Parag Move?

- *They can reach decisions quickly if they develop trust and confidence in the product.*

Can Parag Take Some Risk Or Not?

- *They can take risks if necessary.*

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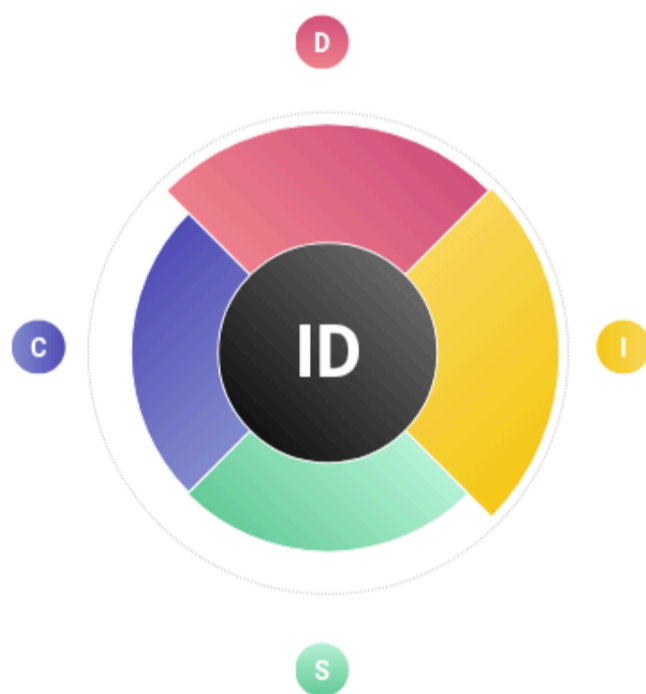
## You And Parag

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Parag'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.

### DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.