



## PUSHKARAJ CHITRE

**Inquirer**  
DISC Type : cd

**Director of Engineering at LiveRamp**  
San Francisco, California, United States

### Overview

Pushkaraj Chitre is a Director of Engineering at LiveRamp, focusing on data engineering, privacy tech, and machine learning. A graduate of Worcester Polytechnic Institute with a background at IBM Watson, he is described by colleagues as having strong problem-solving skills and being a dedicated, hard-working programmer.

He is focused on solving big data problems with a scalable, composable architecture to enhance value for LiveRamps marketplace customers and sellers.

### 👉 Personality Overview

Upfront      Judgemental      Demanding

They care equally about the product and its potential impact. They can be nudged to make faster decisions by offering what they value. They focus on objectivity in a pitch and pay little attention to bells and whistles.

### 👉 Topics They Care About

- Data Marketplace Growth**  
His focus is on developing rapidly growing, revenue-driven products within the LiveRamp Marketplace to meet customer and seller needs.
- Composable Architecture**  
He champions a scalable, composable architecture to revolutionize big data problem-solving, optimizing for speed, simplicity, and customer value.
- Hiring Tech Talent**  
He is actively hiring for his team, seeking experienced engineering leaders with a strong product mindset to develop data-centric products.
- Privacy Technology**

His expertise includes privacy tech, a key component of data engineering and collaboration, which is central to his work at LiveRamp.

### Data Collaboration

He promotes solutions that help customers unlock additional value from their data by working with a growing list of partners through self-service tooling.

### Bay Area Sports

[Predicted] Based on his role at San Francisco-headquartered LiveRamp, he may follow local teams like the Golden State Warriors or the San Francisco 49ers.



## Media Appearances

Pushkaraj has no verified media appearances

## Work History

- 5-2024  
Director of Engineering at LiveRamp
- 11-2022 - 5-2024  
Senior Engineering Manager at LiveRamp
- 3-2021 - 12-2022  
Engineering Manager at LiveRamp
- 4-2017 - 7-2019  
Senior Software Engineer at IBM Watson , AI Incubator, Personalized Search
- 12-2015 - 4-2017  
Advisory Software Engineer at IBM Watson, Customer Engagement, Cognitive Incubator

## Education

- Master of Science (M.S.) from Worcester Polytechnic Institute
- 2003 - 2007  
B.E. from University of Mumbai

## More Information

### Social Presence :



### Prographics :

Exp : **14** Location : **San Francisco, California, United States** Job Level : **Mid-senior**

Designation : **Director of Engineering at LiveRamp**

# Insights For Selling To Pushkaraj

## 👉 During A Call Or A Meeting

### DO's

- Highlight the competitive differentiation of your product
- Make sure that you respond to any queries from them quickly
- Stress on the business value that your product offers

### DONT's

- Refrain from asking too many questions
- Do not give up if they are not convinced, try again with a different approach
- Don't expect them to change their mind quickly if they say no once

## 👉 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 Pushkaraj, 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:** To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

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

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Pushkaraj is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Pushkaraj

- *They may not be very forthcoming, but they will say no if needed.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Pushkaraj Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Pushkaraj Take Some Risk Or Not?

- *They can take risks but after weighing up the pros and cons.*

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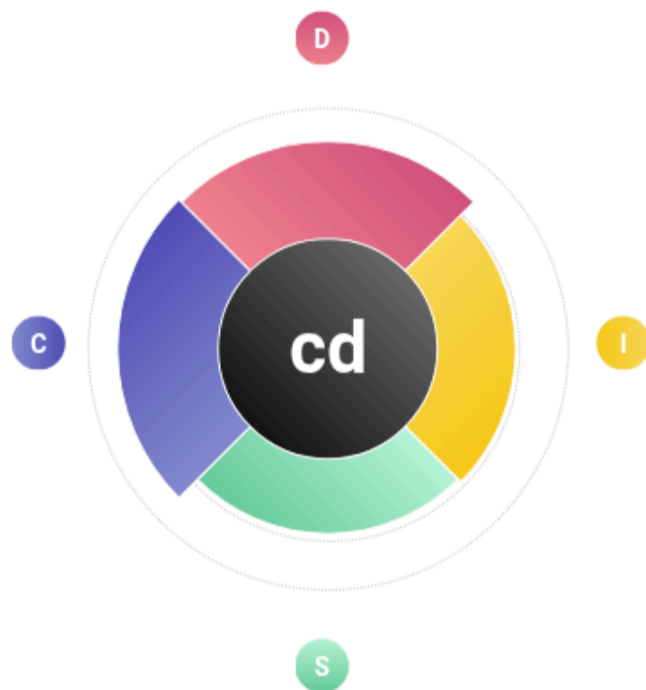
## You And Pushkaraj

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Pushkaraj'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.

### 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.