



ROB McADAM

Judge
DISC Type : Dc

Director, Digital Strategy & Business Development at Warner Music Group
New York, New York, United States

Overview

Rob has no verified overview

👉 Personality Overview

Quality Focused Generally Skeptic Demanding

More than the product, they care about the impact of the product. They like to move fast and expect the same from others. They respond better to strong and respectful interactions.

👉 Topics They Care About

Rob has no verified topics they care about

Media Appearances

Rob has no verified media appearances

Work History

- 9-2022
Director, Digital Strategy & Business Development at Warner Music Group
- 2-2021 - 9-2022
Associate Director, FP&A at Pandora
- 2-2020 - 2-2021
Senior Manager, FP&A at Pandora
- 10-2018 - 2-2020
Manager, FP&A at Pandora
- 4-2018 - 9-2018
Senior Analyst, FP&A at Pandora

Education

- 2010 - 2014
Bachelor of Science (BS) from Boston College Carroll School of Management
- 2012 - 2012
International Exchange Program from Esade
- 2006 - 2010
High School Diploma from Christian Brothers Academy

More Information

Social Presence :



Prographics :

Exp : **11** Location : **New York, New York, United States** Job Level : **Mid-senior**

Designation : **Director, Digital Strategy & Business Development at Warner Music Group**

Insights For Selling To Rob

👉 During A Call Or A Meeting

DO's

- Objectively showcase the impact that your product creates
- Use phrases like 'it's your decision', 'strategic impact' etc.
- Refer to testimonials from well-known industry leaders

DONT's

- Do not back off when challenged, respond with a confident, objective answer instead
- Do not spend too much time focusing on product tech or features
- Don't focus on process and rules, give the impression of being a 'gets it done' person

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Rob, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 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 Rob is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Rob

- *If they are not convinced, they will say no without any hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Rob Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Rob Take Some Risk Or Not?

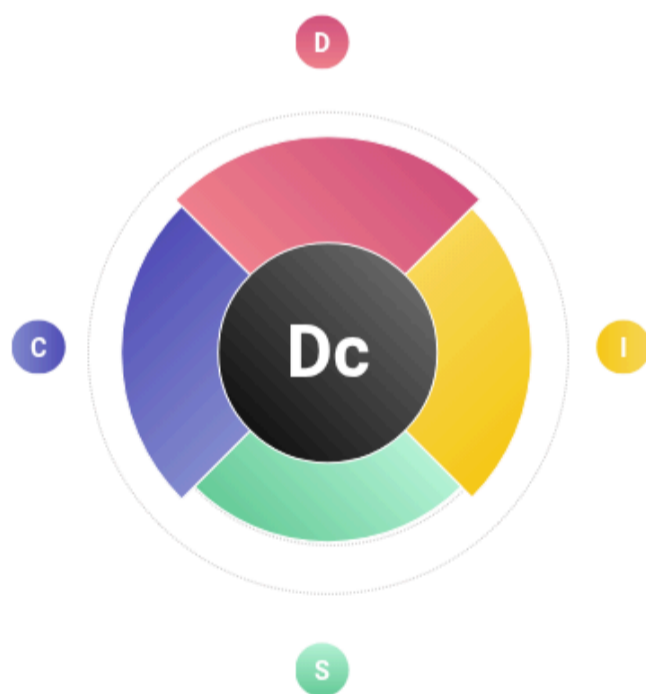
- *They don't mind risks but can be quite binary about them.*

You And Rob

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rob's Key Traits



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.

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.