



ROBERT P.

Questioner
DISC Type : c

Group Head of IT Security at VetPartners Limited
United Kingdom

Overview

Robert is the Group Head of IT Security at VetPartners, with deep experience as a Principal Security Architect at major companies like Halfords and Walgreens Boots Alliance. A CISSP holder, his expertise is built on an analytical foundation with a Masters degree in Chemistry from the University of Leeds.

He holds a Masters degree in Chemistry (MChem), an uncommon academic background for a senior IT security leader.

👉 Personality Overview

Systematic **Value Seeker** **Price-Sensitive**

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They are more likely than others to negotiate on pricing and terms. They prefer to fully evaluate every situation.

👉 Topics They Care About

- Cybersecurity Strategy**
As the Group Head of IT Security, he is responsible for setting the overall security vision and strategy for VetPartners.
- Security Architecture**
Has extensive experience as a Principal Security Architect at large retail and pharmacy companies, indicating deep technical expertise.
- Veterinary Sector IT**
[Predicted] He applies his extensive security knowledge to the unique technological challenges and infrastructure of the veterinary services industry.
- Risk Management**

[Predicted] A core focus of his senior leadership role involves identifying, assessing, and mitigating technology risks across the organization.

Security Talent

Has previously been involved in recruiting for information security roles, suggesting an interest in building and mentoring strong security teams.



Media Appearances

Robert has no verified media appearances

Work History

- 4-2025
Group Head of IT Security at VetPartners Limited
- 11-2024 - 3-2025
Principal Security Architect at VetPartners Limited
- 8-2022 - 11-2024
Principal Security Architect at Halfords
- 8-2020 - 8-2022
Principal Security Architect at Walgreens Boots Alliance
- 8-2019 - 8-2020
Information Security Specialist at E.ON UK PLC

Education

- 1998 - 2002
MChem from University of Leeds

More Information

Social Presence :



Prographics :

Exp : **13** Location : **United Kingdom** Job Level : **Mid-senior** Designation : **Group Head of IT Security at VetPartners Limited**

Insights For Selling To Robert

During A Call Or A Meeting

DO's

- Emphasise more on facts and measurable benefits
- Back up any claims with data and numbers
- Emphasize on objective proof of ROI, help them do a thorough evaluation

DONT's

- Avoid rushing them, be polite and patient
- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't try to be too friendly or informal with them

👉 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 Robert, 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 Robert is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Robert

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Robert Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Robert Take Some Risk Or Not?

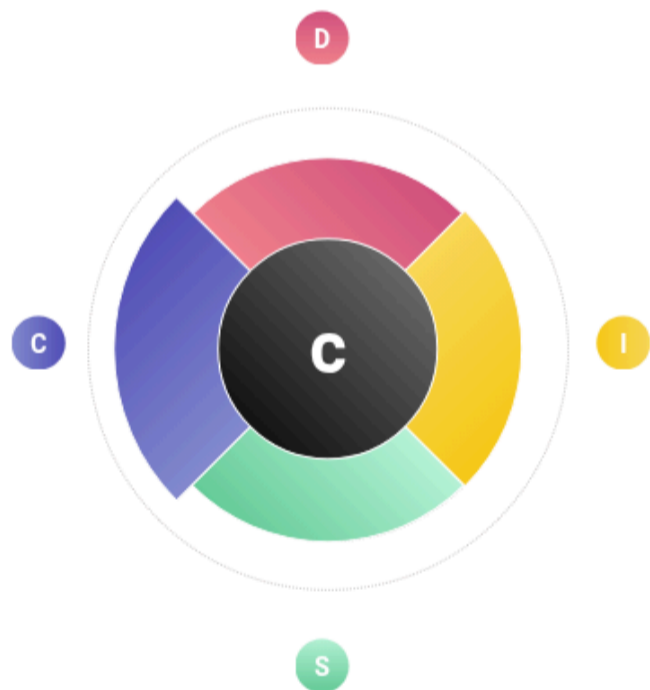
- *If they believe that they have analyzed the situation well, they can take a little risk.*

You And Robert

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Robert'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.