



# RONAK G.

**Critic**  
DISC Type : C

**Director of Embedded System at Inogen**  
Plano, Texas, United States

## Overview

Ronak is the Director of Embedded Systems at Inogen, where he leverages his Ph. D. from Syracuse University. His expertise spans the full product lifecycle, from concept to market, in areas like IoT, wireless sensor networks, and both digital and analog hardware design. Colleagues describe him as an exceptional technical leader and an excellent problem-solver.

He explores leadership through unique lenses, analyzing management principles from the epic Mahabharata and developing his own "Pyramid of Leadership" framework. He is actively upskilling in leadership, sales culture, and the implications of Agentic AI, reflecting a deep interest in modern management and technology trends.

Unique fact: Ronak is the recipient of a Leadership Culture Award, recognizing his commitment to fostering a collaborative and innovative team environment.

### 👉 Personality Overview

**Critic**      **ROI Driven**      **Objective Thinker**

They are quite likely to negotiate on pricing or other key terms. They choose to analyze logically and value facts to emotions. They like to do things independently and don't look for support from others.

### 👉 Topics They Care About

**Leadership Philosophy**  
He writes and shares his own leadership models, such as the "Pyramid of Leadership," and draws management lessons from historical texts like the Mahabharata.

**Medical Device Development**  
His career includes roles at medical companies Inogen and Abbott Laboratories, focusing on system design, development, and integration from concept to end-product.

**Embedded Systems**

As the Director of Embedded Systems with a background in hardware and firmware, this is his core professional domain and area of leadership.

### High-Performance Culture

He holds a certification in "Creating a High-Performance Sales Culture" and has been recognized with a "Leadership Culture Award".

### AI in Leadership

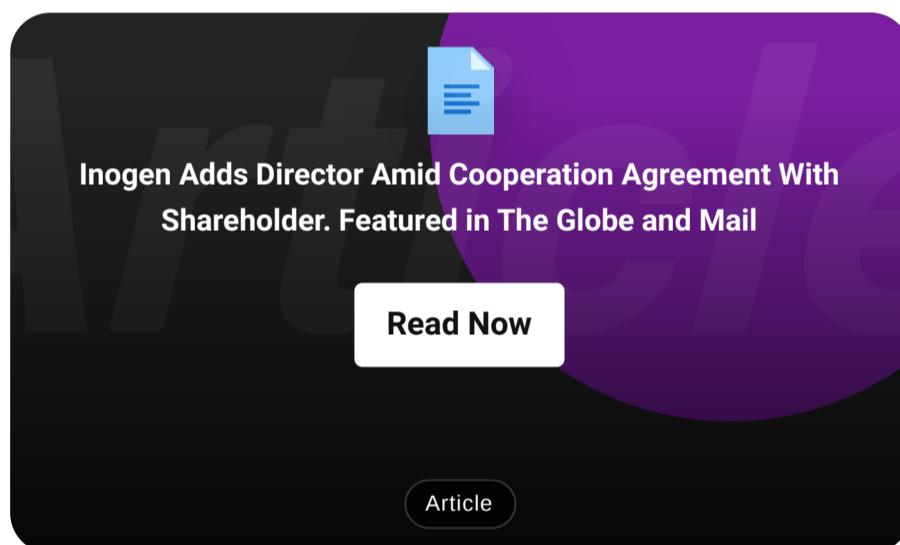
Recently completed a certification on "Agentic AI: Challenges and Opportunities for Leadership," indicating a current interest in AI's impact on management.

### IoT & Wireless Tech

His specialties include wireless sensor networks and IoT, indicating a deep technical interest in connected device ecosystems and low-power design.



## Media Appearances



## Work History

- 11-2024  
Director of Embedded System at Inogen
- 1-2023 - 7-2025  
Director of Electrical Engineering at Inogen
- 1-2021 - 2-2023  
Senior Design/Product Development Engineer at Abbott Laboratories
- 6-2016 - 12-2020  
Sr. Electrical Hardware/Firmware Engineer at JMA Wireless
- 8-2010 - 7-2016  
Electrical Engineer 2 at Anaren

## Education

- 2011 - 2015  
Doctor of Philosophy (Ph.D.) from Syracuse University
- 2008 - 2010  
Master's degree from Syracuse University

## More Information

Social Presence :



Prographics :

Exp : **16** Location : **Plano, Texas, United States** Job Level : **Mid-senior**

Designation : **Director of Embedded System at Inogen**

## Insights For Selling To Ronak

### 👉 During A Call Or A Meeting

#### DO's

- Tell them what ROI they can expect
- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Be formal and objective, they will appreciate it more

#### DONT's

- Avoid pushing them too much to involve other stakeholders unless it is critical
- Make extra effort to not seem pushy or confrontational
- Do not use very emotional or colorful language

## 👉 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 Ronak, 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 Ronak is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Ronak

- *They are comfortable saying no if they are convinced that it is the correct decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Ronak Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Ronak Take Some Risk Or Not?

- *They can bear some risk if their analysis backs the decision.*

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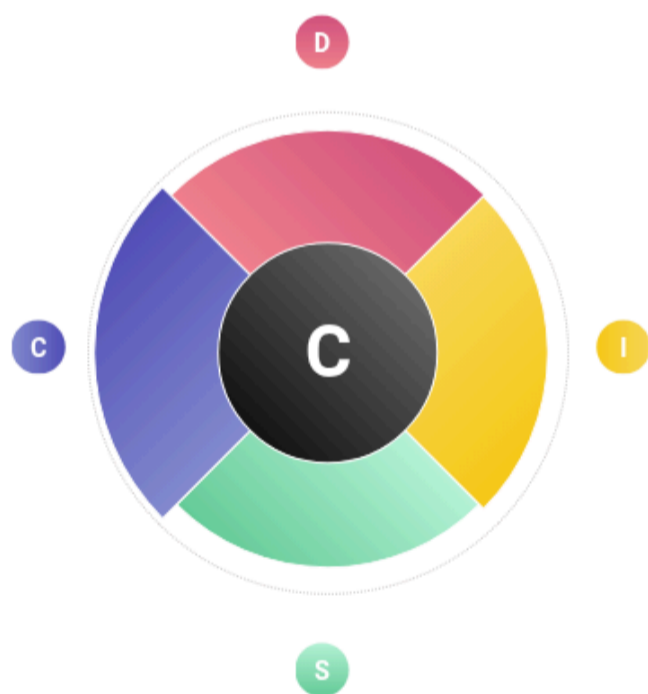
## You And Ronak

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ronak'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.