



TIM PEACOCK

Commander
DISC Type : D

CIO (Head of IT and Digital Transformation) at Element Six
United Kingdom

Overview

Tim is the Head of Group IT and Digital Transformation (CIO) at Element Six, a leader in synthetic diamond and super-hard materials manufacturing. He previously led digital transformation and PropTech investment at Landsec, one of the UKs largest property companies. People who have worked with him describe him as personable, authentic, and an inspirational leader.

Outside of his direct professional responsibilities, Tim shows a keen interest in principles of leadership, decision-making, and productivity, often sharing insights from sources like Harvard Business Review and author James Clear. He also follows broader topics about the long-term impact of technology, such as the issue of space debris.

Unique fact: While at Landsec, he led a £5m direct investment fund focused on PropTech startup and scale-up businesses.

Personality Overview

Very Quick

Strong-Willed

Impact-Driven

They are not always relationship oriented. They prefer to be the ones controlling the conversation or defining the terms. More than the product, they care about the impact of the product.

Topics They Care About

Digital Manufacturing

As CIO of a global manufacturing firm, he is driving the digital transformation of its manufacturing footprint, leveraging technology to enhance R&D and production of super-hard materials.

AI & Data Strategy

His roles have consistently focused on leveraging data strategy, governance, and analytics to drive business value and digitize core operations like CRM and ERP systems.

PropTech Innovation

In a prior role, he was responsible for embedding data-led thinking and leading Landsec's investment in the PropTech startup ecosystem, including managing incubator programs.

Leadership & Productivity

He frequently shares content on leadership effectiveness and personal productivity from authors like James Clear, focusing on topics such as decision-making and avoiding initiative overload.

Corporate Innovation

His career demonstrates a focus on embedding new ways of working and driving new capabilities within large enterprises, both in real estate and advanced manufacturing.

Developing Team Culture

[Predicted] His professional summary highlights a passion for driving performance through the development of teams and culture, a key focus for any transformation leader.



Media Appearances

Tim has no verified media appearances

Work History

- 1-2023
CIO (Head of IT and Digital Transformation) at Element Six
- 12-2020 - 1-2023
Head of Data and Digital Transformation (CIO/CDO) at Landsec
- 11-2017 - 12-2020
Group Innovation Director at Landsec
- 11-2015 - 10-2017
Digital Transformation Director at Landsec
- 3-2013 - 10-2013
Head of Digital at Virgin Active

Education

- 1995 - 1997
Bachelor of Science (BSc) from University of Birmingham
- Next-Gen CIO from Deloitte

More Information

Social Presence :



Prographics :

Exp : **22** Location : **United Kingdom** Job Level : **Leadership**

Designation : **CIO (Head of IT and Digital Transformation) at Element Six**

Insights For Selling To Tim

👉 During A Call Or A Meeting

DO's

- Hold your ground without indulging in one-upmanship
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Refer to testimonials from well-known industry leaders

DONT's

- Do not spend too much time focusing on product tech or features
- Don't try too hard to forge relationships with them
- Do not back off when challenged, respond with a confident, objective answer instead

👉 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: Tim, 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

Example: Personalization', 'Sales conversion' etc.

Salutation: No

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

Greeting: No

Example: Skip 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: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Tim is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Tim

- *If they decide not to go ahead, they will say no without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Tim Move?

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

Can Tim Take Some Risk Or Not?

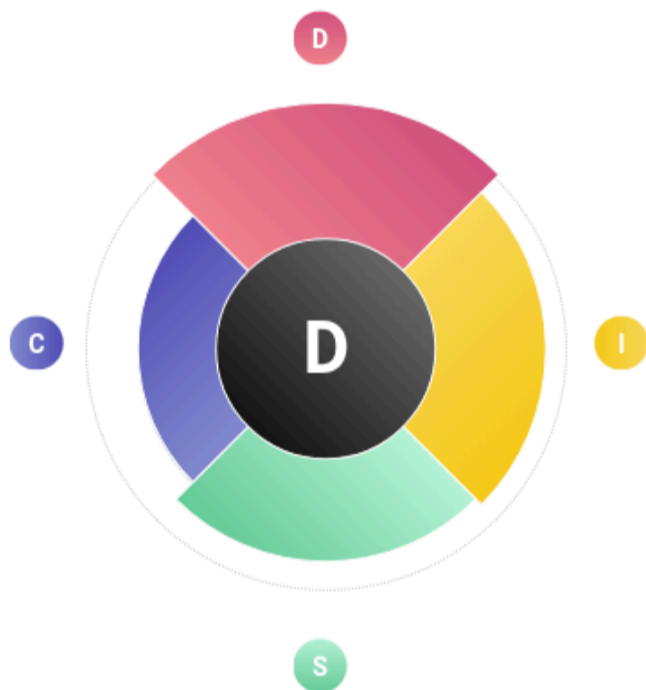
- *They don't mind risks but can be quite binary about them.*

You And Tim

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Tim'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.