



TRINITY LLOYD

Commander

DISC Type : D

Energy & Resources, AI & Discovery, Americas at Microsoft
United States

Overview

Trinity is a technology leader at Microsoft, heading the Energy & Resources, AI & Discovery practice for the Americas. Her career, with leadership roles at Google, VMware, and Cisco, has been dedicated to leveraging technology to accelerate sustainability and the energy transition, connecting innovation with real-world impact.

Deeply committed to social and environmental causes, Trinity founded "Good Trouble Climate" to drive meaningful change. She is a passionate activist who uses her platform to advocate for urgent climate action and social justice issues, including immigrant rights, reflecting a desire to create a more equitable and sustainable future.

She proudly embraces the title of "Trouble-maker, " reflecting her strategy of challenging the status quo to innovate and drive progress.

👉 Personality Overview

Candid & Clear

Decisive

Risk-Taker

They respond better to strong and respectful interactions. They like to move fast and expect the same from others. They take a lot of pride in personal achievements.

👉 Topics They Care About

Energy Transition

Her entire career focuses on using technology from major players like Microsoft and Google to accelerate the shift towards sustainable energy.

AI for Discovery

She leads a practice focused on applying AI to scientific research and R&D, aiming to create breakthroughs for real-world impact.

Climate Activism

As the founder of "Good Trouble Climate, " she is a vocal advocate for urgent climate action and disruptive, positive change.

Corporate Responsibility

She helps large organizations transform and adapt their business models to be both profitable and sustainable in a net-zero economy.

Social Justice

Publicly expresses strong convictions on pressing social issues, such as the treatment of immigrants, demonstrating a deep-seated passion for human rights.



Media Appearances

Trinity has no verified media appearances

Work History

- 11-2025
Energy & Resources, AI & Discovery, Americas at Microsoft
- 10-2024
Founder at Good Trouble Climate
- 11-2019
Sustainability and Energy Transition Strategy & GTM Lead, AMER at Google
- 1-2016 - 11-2019
Regional Director, Cloud Management at VMware
- 4-2015 - 1-2016
Cloud Specialist, Enterprise Client Executive at VMware

Education

- Education details unavailable from Tarleton State University

More Information

Social Presence :



Prographics :

Exp : **28** Location : **United States** Job Level : **Leadership**

Designation : **Energy & Resources, AI & Discovery, Americas at Microsoft**

Insights For Selling To Trinity

👉 During A Call Or A Meeting

DO's

- Get to the point quickly instead of spending time doing small talk
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Make sure that you circle back fast on any action items, it wins their trust

DONT's

- Do not spend too much time focusing on product tech or features
- Don't be in a rush to invite them for a social meet and greet
- Avoid being a storyteller and don't try to oversell

👉 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: Trinity, 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 Trinity 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 Trinity

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Trinity Move?

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

Can Trinity Take Some Risk Or Not?

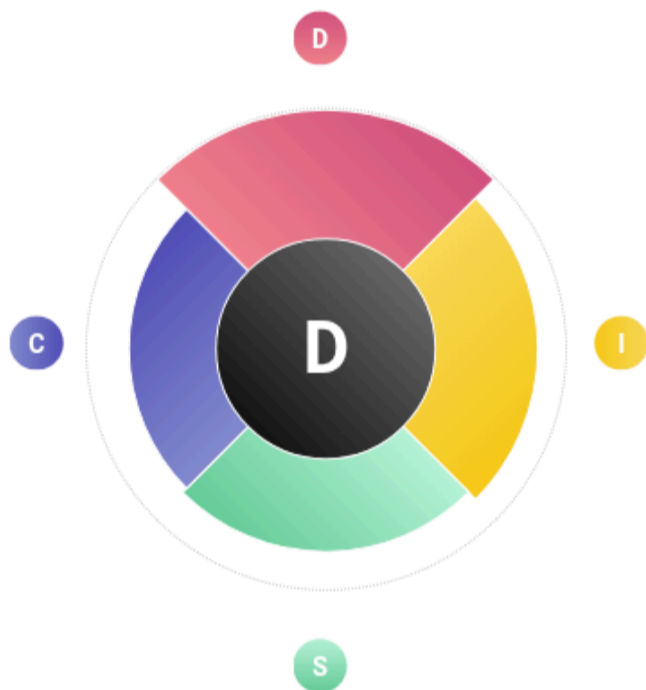
- *They don't mind risks but can be quite binary about them.*

You And Trinity

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Trinity'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.