



VICTORIA LACY

Energizer
DISC Type : I

Senior Executive Assistant to Chief Financial Officer and Senior Vice President, Development at Prado Group
San Francisco, California, United States

Overview

Victoria Lacy is the Senior Executive Assistant to the CFO and SVP of Development at Prado Group. Her career has centered on supporting C-level executives at companies like SPAN and ZDoggMD Industries. She is a graduate of San José State University, holding a Bachelor of Arts degree.

Victoria is a decorated student, having graduated with Cum Laude honors and earning membership in the Phi Kappa Phi National Academic Honors Society.

👍 Personality Overview

Believer

Imaginative

Relationship Oriented

They are not always early adopters but can be persuaded by leveraging strong relationships. They excel at seeing the bigger picture, and the long-term impact of their decisions. They are naturally enthusiastic, so take their promise with a pinch of salt.

👍 Topics They Care About

Executive C-Suite Support

Her career history demonstrates a consistent focus on providing high-level administrative and strategic support to executives, including CEOs and CFOs.

Real Estate Development

Her current role at Prado Group involves directly supporting the Senior Vice President of Development, indicating exposure to the real estate industry. [Predicted]

Event Management

Previously served as the Events and Experiences Lead at SPAN, showcasing her skills in coordinating and managing corporate events.

Academic Excellence

She graduated with Cum Laude honors and is a member of the Phi Kappa Phi National Academic Honors Society, placing her in the top 10% of her class.



Media Appearances

Victoria has no verified media appearances

Work History

- 1-2025
Senior Executive Assistant to Chief Financial Officer and Senior Vice President, Development at Prado Group
- 5-2023 - 1-2025
Executive Assistant to Chief Financial Officer and Senior Vice President, Development at Prado Group
- 10-2022 - 1-2023
Events and Experiences Lead at SPAN
- 1-2022 - 12-2022
Executive Assistant To Chief Executive Officer at SPAN
- 8-2019 - 12-2021
Executive/Personal Assistant To Chief Executive Officer at ZDoggMD Industries

Education

- Bachelor of Arts - BA from San José State University

More Information

Social Presence :



Prographics :

Exp : **9** Location : **San Francisco, California, United States** Job Level : **Leadership**

Designation : **Senior Executive Assistant to Chief Financial Officer and Senior Vice President, Development at Prado Group**

Insights For Selling To Victoria

👉 During A Call Or A Meeting

DO's

- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.
- Talk about their team and how your product will help them do things better and easier
- Use phrases like 'people will love', 'massive impact' etc.

DONT's

- Don't assume a yes just because they have not said no
- Don't push them to make a decision too fast, let them get comfortable first
- Don't be excessively objective, be a storyteller

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Victoria, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Victoria, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Victoria is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Victoria

- *They are unlikely to say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Victoria Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Victoria Take Some Risk Or Not?

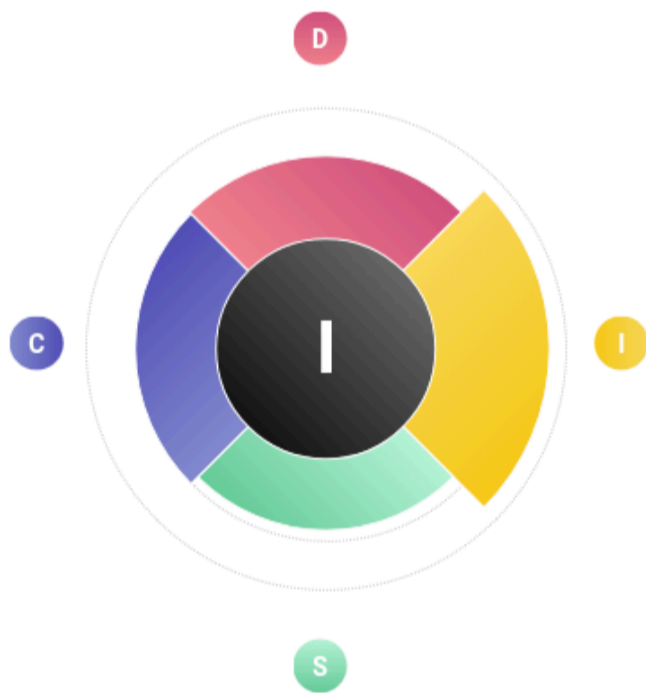
- *They can take certain risks that are unlikely to have personal consequences.*

You And Victoria

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Victoria's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.