



VINOD SHETTY

Critic
DISC Type : C

IT Director at Fabory
Brno, South Moravia, Czechia

Overview

Vinod is an IT Director at Fabory with over 20 years of experience leading digital transformations and developing teams. A graduate of Visvesvaraya Technological University, he is described by colleagues as knowledgeable, reliable, and service-oriented.

Originally from India, Vinod has lived in the Czech Republic for the past 15 years. His professional interests include major enterprise technology companies such as IBM and Hewlett Packard Enterprise.

He has successfully managed global teams and is noted for his excellent adaptation to the European work culture.

👉 Personality Overview

Critic Information Seeker Objective Thinker

It is very likely that they will negotiate pricing or other important terms. Unless the value is proven by data, they are unlikely to value fancy features. They like to do things independently and don't look for support from others.

👉 Topics They Care About

- Digital Transformation**
He is leading digital transformation at Fabory, recently highlighting the implementation of SAP Ariba to enhance efficiency and supplier collaboration.
- Agentic AI**
He has shown a keen interest in the future of artificial intelligence by planning to attend the Agentic AI Conference.
- Cyber Security**
He is actively building his team's capabilities in this area, recently posting a job opening for a cyber security manager.

Team Leadership

Specializes in team development and is consistently praised in recommendations for being a great people manager.

Cloud Infrastructure

His background includes managing global IT infrastructure, including public and private clouds, and he holds an AWS certification.

Supplier Management

Focused on improving supplier collaboration and lifecycle management through strategic sourcing suites like SAP Ariba.



Media Appearances

Vinod has no verified media appearances

Work History

- 1-2024
IT Director at Fabory
- 7-2017 - 1-2024
Global Head of Infrastructure and Operations at Fabory
- 4-2016 - 7-2017
Head of Business transition and Presales at Infosys
- 10-2014 - 4-2016
Senior manager IT Operations at Infosys BPO
- 12-2008 - 10-2014
IT Operations Manager at Infosys BPO

Education

- 1998 - 2003
BE from Visvesvaraya Technological University
- 1996 - 1998
Pre-Engineering from Christ University, Bangalore

More Information

Social Presence :



Prographics :

Exp : **22** Location : **Brno, South Moravia, Czechia** Job Level : **Mid-senior** Designation : **IT Director at Fabory**

Insights For Selling To Vinod

👉 During A Call Or A Meeting

DO's

- Tell them what ROI they can expect
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Don't forget to mention how you compare to competition on both features and pricing

DONT's

- Don't try to give too many examples of other users, they like to make their own decisions
- Avoid phrases like 'trust me', 'others just love' etc.
- Don't try too hard to build a relationship 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 Vinod, 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 Vinod is

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

Will you ever get a clear answer from Vinod

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

Insights For Deal Planning

How Fast (Or Slow) Will Vinod Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Vinod Take Some Risk Or Not?

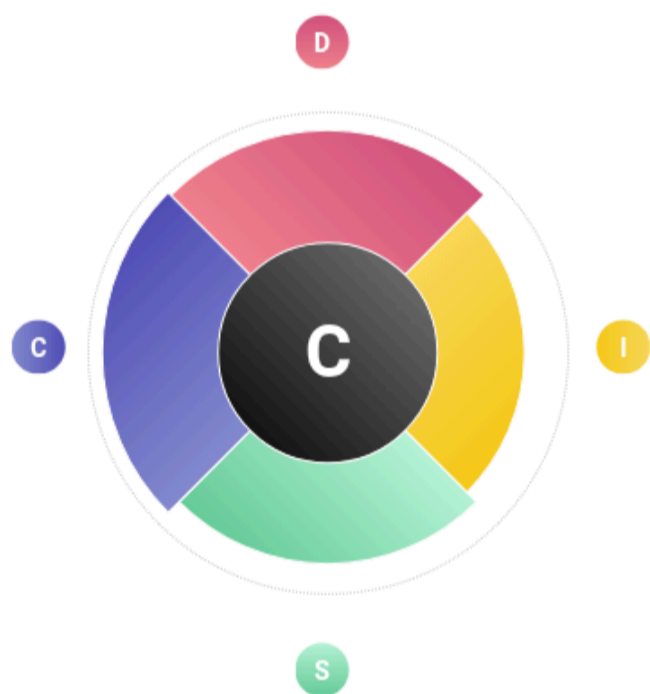
- *They can take risks if their analysis shows that it would be worth it.*

You And Vinod

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Vinod'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.