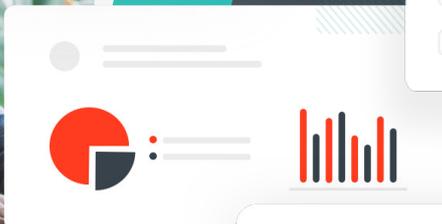
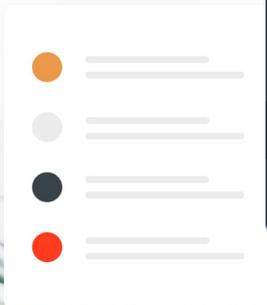


PERSONALITY PLAYBOOKS

SPONSORSHIP OPPS



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Brand Filter Options

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- Planning Period
- Buying Period

Company Contacts

 **Minevre Strokes**
Director, Strategy & Insights

Open Casual Optimistic

Presented By
winmo

PERSONALITY TYPES



RYAN DJABBARAH

VP, CORPORATE
SPONSORSHIP AND
MARKETING



Initiator



TAD EHRBAR

DIRECTOR, HEAD OF GLOBAL
CONSUMER MEDIA, SOCIAL,
CONTENT & SPORTS
MARKETING



Influencer



JENNIFER BREITHAUPT

GLOBAL CONSUMER CMO



Driver

ADDITIONAL TEAM MEMBERS



Karin Brownstein
SVP Marketing



Influencer



Anthony Michelini
Managing Director,
Global Head of Brand
Strategy, Media and
Analytics



Driver



Robert Skenes
VP, Media & Advertising



Captain



Nancy Baroutas
VP Marketing



Initiator



David Hyser
Managing Director and
Chief Digital Officer;
Citi Retail Services



Captain

RELATIONSHIP MATRIX



RYAN & TAD

Ryan and Tad both tend to be adventurous and assertive, with a high tolerance for risk and a desire to see quick results. However, they also may need to set clear boundaries when they collaborate, as each prefers to have control over their own tasks and environment.



TAD & JENNIFER

Tad and Jennifer both tend to be comfortable with risk, assertive, and confident. However, Jennifer tends to be slightly more logical and practical than Tad.



JENNIFER & RYAN

Jennifer and Ryan both tend to be comfortable with risk, assertive, and confident. However, Jennifer tends to be slightly more logical and practical than Ryan.



DAVID & KARIN

Both David and Karin tend to be persuasive and comfortable taking risks, which can make them a very intense, dynamic combination, but can also create conflict, particularly if Karin senses David being overly critical or controlling.



ROBERT & NANCY

Nancy is likely to value new ideas, experimentation, and casual communication more than Robert, who is more likely to be focused on clear goals, business-like communication, and tangible results. This dynamic can work well if they properly set boundaries and give each other some autonomy.

STYLES



RYAN DJABBARAH



DECISION-MAKING STYLE

Likely to commit to something based on a gut feeling



MAKE A SALES PITCH

Provide a high-level summary of the value
"At a high-level, here's where it helps the most..."



NEGOTIATE

Allow for a quick decision
"How about we start with..."



TAD EHRBAR



DECISION-MAKING STYLE

Likely to lean into the group consensus



MAKE A SALES PITCH

Try to keep the conversation focused
"This is the more forward-thinking way to do this..."



NEGOTIATE

Imagine creative scenarios for both parties
"We can be creative with this..."



JENNIFER BREITHAUPT



DECISION-MAKING STYLE

Likely to ask tough questions to weed out the flawed options



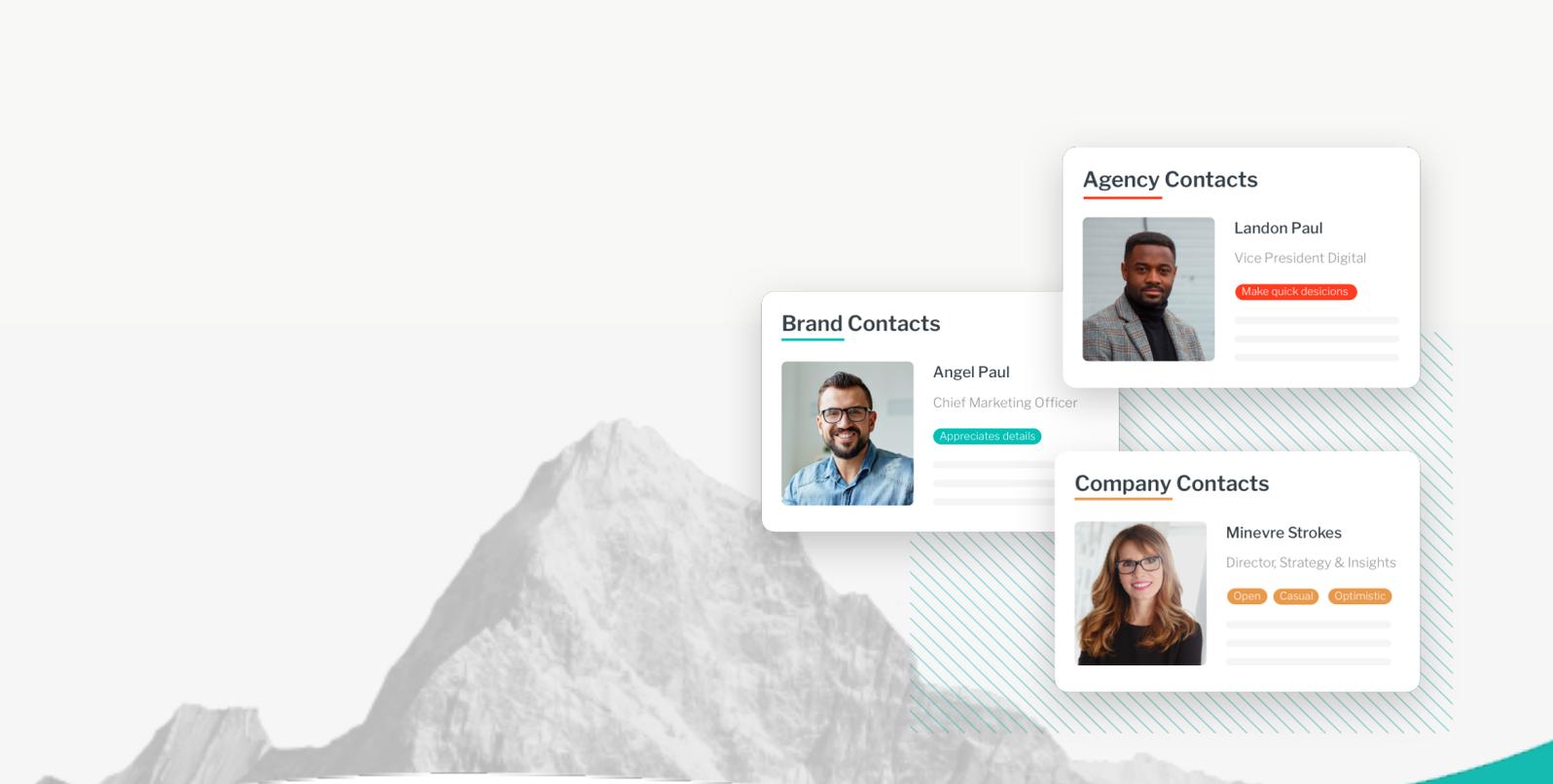
MAKE A SALES PITCH

Use an energetic, assertive demeanor
"This is where you can really succeed..."



NEGOTIATE

Challenge both parties to come up with a better solution
"We can both likely do a little better..."



Brand Contacts



Angel Paul
Chief Marketing Officer

Appreciates details

Agency Contacts



Landon Paul
Vice President Digital

Make quick decisions

Company Contacts



Minevre Strokes
Director, Strategy & Insights

Open Casual Optimistic

Personality Playbooks

Winmo's team personality playbooks help you chart the best course to the sale. With detailed insights on how key individual stakeholders relate in a team dynamic, you'll be able to plan an approach that overcomes roadblocks, builds consensus and wins group buy-in.



Analysis of personality types, levels of influence and team dynamics



Tips for navigating hierarchies with specific do's and don'ts



Comparisons on traits like risk-tolerance and optimism



Winning communication strategies



Winmo provides direct contact details for brands with budget to spend (and the agencies who negotiate sponsorships on their behalf). See decision-makers, existing sponsorship activations, and account background you need to close the deal.

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