

# PERSONALITY PLAYBOOKS

SPONSORSHIP OPPS



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## Company Contacts



**Minevre Strokes**

Director, Strategy & Insights

Open Casual Optimistic

# 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..."*

# 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

## Agency Contacts



Landon Paul

Vice President Digital

Make quick decisions

## Brand Contacts



Angel Paul

Chief Marketing Officer

Appreciates details

## Company Contacts



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Director, Strategy & Insights

Open

Casual

Optimistic

# winmo

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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