



Lindsey Guptill



Growth Marketing

March 2019-Present (4 months)

[Lindsey Guptill LinkedIn](#)

Experience

Vistaprint | Senior Marketing Specialist
Sep 2016-Feb 2019

Vistaprint | Marketing Specialist
Jul 2014-Sep 2016

New England Confectionery Company | Marketing Intern
May 2013-Aug 2013

Education

Bentley University | B.S., Marketing and American
Perspective Studies
2010-2014

Lindsey is likely to appreciate rational plans for the future that were properly researched and thoroughly deliberated.

Quick Tip: Respect her time and speak logically.

Type: Skeptic (Cd)

Likes: analysis

Avoids: emotional decisions

Overview

Lindsey tends to be analytical, valuing data and fact over subjective opinion. She is likely to be matter-of-fact, logical, reserved, and focused on reaching the accurate conclusion.

It comes naturally for Lindsey

Feel annoyed by an exaggeration

Question a lack of logic and analysis

Emphasize the importance of quality

Communication

Make sure to use data when trying to prove your point. Expect Lindsey to challenge you, and be prepared to present proven facts and statistics instead of stories and anecdotes.

When speaking to Lindsey Trust that she will follow specific verbal instructions Start conversations with a problem to solve Provide your reasoning before you get to the bottom line

Motivation

Lindsey is motivated by curiosity and accuracy. She thrives in situations where she can solve problems using logic and creativity. Lindsey always strives for accuracy and can work through seemingly impossible scenarios, especially when others may be skeptical.

Lindsey is most motivated by Finding the best possible solution Accuracy & precision Being correct

Work

Lindsey is naturally authoritative and thinks practically when faced with conflict. She will gravitate toward similarly assertive people who share her ideals and lofty goals.

When working with Lindsey Set clear expectations Allow your ideas to be put to the test Count on her to keep things on track



Stephanie Sherman



Vice President of Marketing

May 2013-Present (6 years and 2 months)

[Stephanie Sherman LinkedIn](#)

Experience

Vistaprint | Manager, Offline Acquisition | Jan 2013-May 2013

Vistaprint | Sr. Marketing Specialist, TV and Radio | Jun 2011-Jan 2013

Vistaprint | Marketing Specialist, NA Offline Acquisition | Jun 2010-Jun 2011

Education

Colby College | B.A., Economics, Administrative Science

Stephanie is often most comfortable with specific, accurate communication and may have a tendency to take things literally.

Quick Tip: Respect her time and speak logically.

Type: Skeptic (Cd)

Likes: efficiency

Avoids: emotional decisions

Overview

Stephanie tends to be analytical, valuing data and fact over subjective opinion. She is likely to be matter-of-fact, logical, reserved, and focused on reaching the accurate conclusion.

It comes naturally for Stephanie

Highly value accuracy

Emphasize the importance of quality

Question inefficient practices

Communication

Make sure to use data when trying to prove your point. Expect Stephanie to challenge you, and be prepared to present proven facts and statistics instead of stories and anecdotes.

When speaking to Stephanie Trust that she will follow specific verbal instructions Set clear expectations for the conversation Start conversations with a problem to solve

Motivation

Stephanie is motivated by curiosity and accuracy. She thrives in situations where she can solve problems using logic and creativity. Stephanie always strives for accuracy and can work through seemingly impossible scenarios, especially when others may be skeptical.

Stephanie is most motivated by Finding the best possible solution Accuracy & precision Eliminating waste and inefficiency

Work

Stephanie is naturally authoritative and thinks practically when faced with conflict. She will gravitate toward similarly assertive people who share her ideals and lofty goals.

When working with Stephanie Allow your ideas to be put to the test Do your research before asking questions Set clear expectations



Josh Levin-Scherz



Director, Acquisition Marketing

Jan 2018-Present (1 year and 9 months)

[Josh Levin-Scherz LinkedIn](#)

Experience

DraftKings | Senior Manager | Jul 2016-Dec 2017

DraftKings | Marketing Manager | Feb 2014-Jul 2016

DraftKings | Senior Marketing Associate | Apr 2013-Feb 2014

DraftKings | Marketing Associate | Aug 2012-Apr 2013

CTP | Account Coordinator | Apr 2012-Aug 2012

Education

Emory University | Bachelor of Arts | Sep 2007-May 2011

Josh tends to be pragmatic, reliable, organized, and precise.

Quick Tip: Focus on the details and be accurate.

Type: Stabilizer (SC)

Likes: order

Avoids: high risks

Overview

Josh is likely to seek order and stability over novelty or excitement. Methodical and steady, Josh probably dislikes interruptions or distractions while at work and may be more drawn to people who also value quality and high standards.

It comes naturally for Josh

Pay close attention to all the details

Approach problems cautiously and methodically

Prefer to improve an existing document rather than write a new one

Communication

Josh tends to be intentional and naturally reserved. Use a neutral tone and keep expressive gestures to a minimum. Be prepared for skepticism at first (especially in new situations) until trust has been built.

When speaking to Josh
Emphasize past results
Give him enough time to think before responding
Ask him to explain something in detail

Motivation

Josh is more than willing to take on the tedious and more structured tasks. He appreciates a full strategy and plan that he can follow to knock out each task and pull his weight on the team.

Josh is most motivated by
Cleanliness & organization
Predictability
Fairness & equity

Work

Josh is naturally supportive, perceptive, and enjoys stability, but can sometimes over-analyze things. Try to help him avoid any "analysis paralysis" and move the conversation forward if he dives into the details too deeply.

When working with Josh
Double-check your work
Follow through on your commitments
Respect the structure of his schedule



Ethan Shibutani



Manager, Growth Marketing- Offline Marketing (TV, radio, OOH, etc.)

Mar 2019-Present (4 months)

[Ethan Shibutani LinkedIn](#)

Experience

DraftKings | Specialist, Growth Marketing | Sep 2017-Mar 2019

DraftKings | Senior Associate, Growth Marketing | Aug 2016-Sep 2017

DraftKings | Associate, Growth Marketing | Jun 2015-Aug 2016

DraftKings | Business Data Analyst | Dec 2015-Apr 2016

TJX Companies | Senior Allocation Analyst | Apr 2015-Jun 2015

Education

4 Boston University-School of Management - Kilachand-Honors College | B.S., Finance | 2010-2014

Ethan is likely to appreciate rational plans for the future that were properly researched and thoroughly deliberated.

Quick Tip: Respect his time and speak logically.

Type: Skeptic (Cd)

Likes: critique

Avoids: acting on emotions

Overview

Ethan tends to be analytical, valuing data and fact over subjective opinion. He is likely to be matter-of-fact, logical, reserved, and focused on reaching the accurate conclusion.

It comes naturally for Ethan

Feel annoyed by an exaggeration

Question a lack of logic and analysis

Emphasize the importance of quality

Communication

Make sure to use data when trying to prove your point. Expect Ethan to challenge you, and be prepared to present proven facts and statistics instead of stories and anecdotes.

When speaking to Ethan Trust that he will follow specific verbal instructions Start conversations with a problem to solve Provide your reasoning before you get to the bottom line

Motivation

Ethan is motivated by curiosity and accuracy. He thrives in situations where he can solve problems using logic and creativity. Ethan always strives for accuracy and can work through seemingly impossible scenarios, especially when others may be skeptical.

Ethan is most motivated by Finding the best possible solution Accuracy & precision Being correct

Work

Work
Ethan is naturally authoritative and thinks practically when faced with conflict. He will gravitate toward similarly assertive people who share his ideals and lofty goals.

When working with Ethan Set clear expectations Allow your ideas to be put to the test Count on him to keep things on track



Ben Stepansky



**Marketing Specialist,
Acquisition-Sponsorships
and Creative**

Jan 2018-Present (1 year
and 6 months)

[Ben Stepansky LinkedIn](#)

Experience

DraftKings, Inc. | Senior Marketing Associate,
Acquisition | Aug 2017-Jan 2018

DraftKings | Senior Marketing Associate, Strategic
Partnerships | Jun 2016-Aug 2017

DraftKings | Marketing Associate, Strategic Partnerships
| Apr 2015-Jun 2016

DraftKings | Customer Experience Lead / VIP Associate
| May 2014-Apr 2015

Education

Connecticut College | B.A., Psychology-based Human
Relations and Theater | 2008-2012

Ben may be quick to make decisions, preferring intuition over heavy analysis or lengthy process.

Quick Tip: Be casual and get to the point.

Type: Initiator (DI)

Likes: taking risks

Avoids: strict routines

Overview

Ben tends to be outgoing, driven, and expects his colleagues to keep up with his fast pace. Ben is likely to handle stressful situations well, and can use his natural charisma to persuade and motivate his teammates to work towards creative solutions.

It comes naturally for Ben

Speak persuasively in a one-on-one meeting

Take big risks

Lead the conversation in a meeting

Communication

Ben is likely to be more interested in the big picture than the little details. He will avoid an overly formal conversation, preferring to speak casually but sincerely.

When speaking to Ben
Bring lots of energy to the conversation
Project boldness and confidence
Stick to the big picture

Motivation

Ben appreciates quick action and is motivated by opportunities to take the lead and leave his mark. He enjoys working on big, ambitious projects, especially in a group that makes the work feel fun.

Ben is most motivated by
Winning other people over
Opportunities to perform and entertain
Opportunities to advance

Work

Work
Ben tends to be enthusiastic and decisive, uncomfortable with giving up control. Make sure to be assertive and keep interactions casual when working together.

When working with Ben
Maintain a fast work pace
Don't assign him to routine tasks
Implement good ideas quickly



Phil Drexler



Senior Business Data Analytics

Mar 2019-Present (4 months)

[Phil Drexler LinkedIn](#)

Experience

DraftKings | Business Data Analyst | Apr 2018-Mar 2019

ZS Associates | Decision Analytics Associate | Aug 2015-Apr 2018

Haverford College | Undergraduate Research Assistant | May 2012-May 2014

Education

University of Pennsylvania | Master of Engineering, Systems Engineering | 2013-2015

Haverford | B.S., Physics | 2010-2014

Phil is likely to prefer stability and appreciates planning to ensure nothing important is forgotten.

Quick Tip: Stay objective and share your ideas.

Type: Editor (Cs)

Likes: order

Avoids: high risks

Overview

Phil tends to be confident and insightful, enjoying deep discussion to understand a particular issue. He may seem introverted in high-pressure environments, especially when faced with conflict and dissenting opinions.

It comes naturally for Phil

Articulate a clear plan of action before a big decision

Review all of the facts before making a big decision

Appreciate a list of facts more than a story

Communication

Make sure to prepare in advance when speaking with Phil. Provide specifics, avoid ambiguity, and use logical claims to support your argument.

When speaking to Phil
Remain stoic and objective
Give him enough time to think before responding
Ask him to explain something in detail

Motivation

Phil is more than willing to take on the tedious and more structured tasks. He appreciates a full strategy and plan that he can follow to knock out each task and pull his weight on the team.

Phil is most motivated by
Opportunities to demonstrate expertise
Cleanliness & organization
Being correct

Work

Phil may be a perfectionist. He has a tendency to gravitate toward people who share his systematic and analytical approach. Make sure to give Phil time and space to explore potential solutions and avoid interrupting him unless it's necessary.

When working with Phil
Introduce clear guidelines and rules
Give him time to work on his own
Verbally recognize his expertise



James (Jim) Perry



Director Data Analytics

Jan 2015 (4 years 6 months)

[James Perry LinkedIn](#)

Experience

DraftKings, Inc. | Senior Manager, Analytics | Jul 2017-Jul 2018

DraftKings, Inc. | Manager, Analytics | Jan 2017-Jun 2018

DraftKings, Inc. | Senior Analyst | Mar 2016-Jan 2017

DraftKings, Inc. | Business Data Analyst | Jan 2015-Mar 2016

Self-Employed | Professional Poker Player | Oct 2007-Jan 2015

Education

Duke University | Master of Engineering Management | 2005-2006

⁷Duke University | BES, Civil Engineering | 2001-2005

James is likely a natural problem-solver, trying to back up everything that's said with logic and separating emotions from decision-making.

Quick Tip: Respect his time and speak logically.

Type: Skeptic (Cd)

Likes: critique

Avoids: acting on emotions

Overview

James tends to be analytical, valuing data and fact over subjective opinion. He is likely to be matter-of-fact, logical, reserved, and focused on reaching the accurate conclusion.

It comes naturally for James
Emphasize the importance of quality
Feel annoyed by an exaggeration
Question a lack of logic and analysis

Communication

Make sure to use data when trying to prove your point. Expect James to challenge you, and be prepared to present proven facts and statistics instead of stories and anecdotes.

When speaking to James
Trust that he will follow specific verbal instructions
Start conversations with a problem to solve
Set clear expectations for the conversation

Motivation

James is motivated by curiosity and accuracy. He thrives in situations where he can solve problems using logic and creativity. James always strives for accuracy and can work through seemingly impossible scenarios, especially when others may be skeptical.

James is most motivated by
Finding the best possible solution
Accuracy & precision
Being correct

Work

James is naturally authoritative and thinks practically when faced with conflict. He will gravitate toward similarly assertive people who share his ideals and lofty goals.

When working with James
Allow your ideas to be put to the test
Set clear expectations
Count on him to keep things on track



Michael Shonkoff



Vice President, Brand and Sports Marketing

Feb 2017-Present (2 years and 5 months)

[Michael Shonkoff LinkedIn](#)

Michael is likely fast-paced, goal-oriented, and direct, appreciating brevity and efficiency.

Quick Tip: Move quickly, but be precise.

Type: Architect (Dc)

Likes: quick action

Avoids: stagnation

Overview

Michael is probably comfortable with conflict and productive arguments. You can usually count on him to speak up and offer constructive criticism if it helps create efficiency. However, do not take it personally when he says something bluntly. Be direct if you need something from him.

- It comes naturally for Michael
- Get frustrated if someone is late to a meeting
- Enjoy argument and debate
- Work independently to meet a deadline

Experience

Arnold Worldwide | SVP, Director of New Business | 2011-2017

Arnold Worldwide | VP, Account Director | 2009-2011

Modernista! | Account Director | 2007-2009

Education

Bates College | 1993-1997

Communication

Michael tends to keep conversation as brief as possible and prefers to avoid small talk. Don't be offended if he ends the conversation abruptly. Take a casual but assertive approach with him and avoid interrupting him if he is concentrating on a task.

When speaking to Michael
Stay focused on one point
Use words like "done" and "absolutely"
Expect conversation to move quickly

Motivation

Keep Michael motivated by introducing new challenges and increasing efficiency in the workplace. He is energized by competition and can produce incredible work when given a clear task to accomplish. He thrives on certainty and accuracy, and will work very hard to meet high standards that he or his team have set.

Michael is most motivated by
Producing results
Speed & efficiency
Competition & winning

Work

Time is important to Michael. Help him use time efficiently and he will enjoy working with you. He prefers working autonomously and will expect you to work out your thoughts independently. Michael likes to be in charge and will push back against anyone who questions his authority or attempts to micromanage him.

When working with Michael
Stand up for yourself and your ideas
Don't be afraid to ask tough questions
Expect some healthy competition