Snapshot: Michael Charra

Field	Information	Company Overview
Name	Michael Charra	Sarazen Digital is a U.S.-based fintech company offering secure mobile, wireless, and e-commerce payment solutions, including mPOS apps, countertop terminals, and a PCI Level 1 gateway. Founded in 2016, it serves merchants across industries with QuickBooks integration, remote key injection, and SoftPOS Tap-to-Phone technology.
Title	Chief Product Officer	
Company	Sarazen Digital	
Location	New York, NY	
Urgency	**3/5**	Michael is moving with clear intent, gathering data and vetting solutions, but not yet committing
Influence	**4/5**	Michael doesn't own the merchant onboarding decision directly but shapes solution strategy and technology roadmap

Personality & Decision Style

- Decisive with data. Needs proof, not pitch. Technical validation is essential
- Collaborative but guarded. He probes openly but does not overextend. He tests vendors for depth, not just enthusiasm.Focused on practicality.
- Will not greenlight anything requiring more hardware or creates experience-friction.
- Visionary but grounded in execution logistics and economic realism.

Buying Behavior

- Values technology that integrates invisibly into his ecosystem
- Seeks full-stack ownership and control of user experience
- Leans into partnerships when the external solution reduces merchant burden
- Will delay action if solutions create new costs, hardware dependencies, or dev lift
- Interested in next-gen experiences (e.g., palm/face pay) but only at commercial viability

3 Do's

✅ Do anchor around deployment viability and partner device constraints
✅ Do provide exact spec matchups (camera, Android SDK, offline fallback)
✅ Do position your tech as a cost reducer in a high-compression environment

3 Don’ts

❌ Don’t lead with general use cases—Michael wants payment-specific workflows
❌ Don’t delay on technical detail—his next call may be with another vendor
❌ Don’t overstate commercial readiness—precision matters more than polish

How to Open the Next Call:

Opening Script: Direct, informed, practical.

> "Hi Michael, thanks again for the detailed conversation last week. I’ve gone through the specs on your current device family and compared them with our biometric requirements. I think we’ve got a strong match in most cases.
>
> Are you ok with this for an agenda today?
>
> - Walk through how things would roll out in a real deployment.
> - Show you how our Android library simplifies integration on-device
> - Talk about cost and align on what a successful pilot would look
>
> How does that sound?"

Urgency Score: 3 (Moderate)

- Exploring solutions now, not yet in purchase mode
- Wants to reduce biometric friction across merchant devices
- No deadline, but aligned around solving a real scalability gap

Influence Score: 4 (Strategic)

- Owns platform roadmap and tech evaluation
- Defines partner fit and deployment feasibility
- Doesn’t hold budget, but his approval drives buying motion

Current Readiness

- Actively validating solutions, not just kicking tires
- Has stakeholder buy-in and deployment context mapped
- Will advance if tech fits and avoids added merchant friction

Discovery Question + Logic

Question	Why It Works
"What would make this solution viable to roll out across your current merchant hardware fleet?"	Anchors to his real-world constraint: deployment feasibility across devices
"Which partners (acquirers, ISOs, or OEMs) would need to validate or approve for this to scale?"	Surfaces cross-org influence and potential blockers ahead of time
"What has blocked other biometric rollouts in the past — cost, tech, or adoption?"	Gives him a chance to share prior failures and align on friction points early
"If the tech meets your requirements, how do you usually move from feasibility to pilot?"	Frames the path forward without pressure — helps move toward a decision process conversation
"Would a lightweight POC on 1–2 devices be helpful to align specs and validate user flow?"	Suggests controlled progress that matches his cautious but curious nature

Follow-Up Email (Draft)

Subject: Tech Follow-Up: Camera Specs + Android Library

Hi Michael,

As promised, here's the technical spec alignment for the camera resolutions across Verifone, Pax, and Ingenico—along with our Android library documentation.

The good news: Our biometric algorithms are optimized for common front-facing cameras on Android-based payment devices. No stand-beside camera needed in most cases.

I've also included a summary of how the library handles registration, identification, and deletion natively, without your team needing to manage camera control or orchestration.

Let me know when you'd like to walk through this live. I'd also love to hear any feedback from your device team or acquirer partners once they've reviewed the specs.

Appreciate the opportunity to keep building with you.

Jim

Input-to-Conclusion Map: Michael Charra

This section outlines how TLMTRY used the data provided to draw conclusions

Source	Specific Evidence	Conclusion/Insight
Call Transcript	Probes for Android SDK, device specs, and orchestration simplicity	Values technical depth and modular deployment
LinkedIn Profile	CPO, ex-Global Exec in Payments, history in platform innovation	High influence, platform-first decision maker
Buyer Language	References to compression, cost structure, scalability, stand-alone vs embedded cameras	Seeking scalable solutions, cost-sensitive, aware of merchant experience constraints
Tone in Call	Curious, pragmatic, solution-focused; pushes for API simplification and camera compatibility	Not just exploratory, actively evaluating for feasibility

Disclaimer:

The input provided for this profile offered sufficient linguistic and contextual cues to support the conclusions above with reasonable psychological accuracy. However, human personality is complex, context-dependent, and ever-evolving. No individual can be fully defined by a single profile, framework, or set of traits. This analysis reflects tendencies - not fixed truths - and should be interpreted as a guide to understanding, not as a definitive label. For any high-stakes applications, consider supplementing this profile with direct observation, self-reports, or professional assessments.