



## AMY WEI

**Evaluator**  
DISC Type : Csd

**Chief Operating Officer at OpenTable**  
San Francisco Bay Area, United States

### Overview

Amy Wei is the Chief Operating Officer at OpenTable, overseeing global sales, services, data, and go-to-market strategy. A graduate of The Wharton School and UC Berkeley, her career includes leadership roles at KAYAK and brand management at Estée Lauder, showcasing her expertise in scaling businesses within the consumer tech and travel industries.

Outside of her executive role, she is passionate about travel, yoga, and good food. Amy is also part of a prominent group of Asian American C-suite executives at OpenTable, and she actively contributes to discussions about leadership and career growth, serving as an inspirational figure in the tech community.

Interesting fact: Amys career began in investment management and consulting before she pivoted to brand management, where she launched the Jo Malone London brand in China.

### Personality Overview

**Fast But Analytical**      **Thorough Evaluator**      **Quality Focused**

They are not very likely to become strong advocates of your product or service. They focus on the results, but can still be quite procedural and analytical about how to get there. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

### Topics They Care About

**Helping Restaurants**  
Frequently quoted on OpenTable's mission to provide restaurants with technology to streamline operations, grow revenue, and connect with diners in innovative ways.

**Scaling Global Businesses**  
Her career has centered on scaling businesses, from launching brands in China for Estée Lauder to overseeing global revenue and sales for travel tech giants like KAYAK and OpenTable.

### Product Innovation

Emphasizes building world-class products and has launched new features like a marketplace for private dining, showing a focus on innovating within the hospitality industry.

### AAPI Leadership

As one of three Asian American women in the C-suite at OpenTable, she is a visible leader and has been featured for her role in breaking the bamboo ceiling.

### Consumer Technology

Her experience at KAYAK and OpenTable demonstrates a deep focus on leveraging technology and data analytics to improve the consumer experience in travel and dining.

### Travel & Food

Lists travel and good food as personal passions, aligning directly with her professional focus at OpenTable and her extensive career in the global travel industry.



## Media Appearances

OpenTable COO Amy Wei on the state of the US restaurant scene. Featured in YouTube

[View Now](#)

YouTube

How 3 Asian American Women Conquered the C-Suite at OpenTable. Featured in Inc.com

[Read Now](#)

Article

## Work History

- 1-2024  
Chief Operating Officer at OpenTable
- 9-2022  
Board Observer at inline Apps
- 10-2021  
Advisor at Valon
- 6-2021 - 1-2024  
Chief Revenue Officer at OpenTable
- 8-2020 - 5-2021  
Chief Commercial Officer, MD North America at KAYAK

## Education

- 2009 - 2011  
Dual MBA/MA from The Wharton School
- 2000 - 2004  
BS from University of California, Berkeley

## More Information

Social Presence :



Prographics :

Exp : **19** Location : **San Francisco Bay Area, United States** Job Level : **Leadership**

Designation : **Chief Operating Officer at OpenTable**

## Insights For Selling To Amy

### 👉 During A Call Or A Meeting

#### DO's

- Showcase how you can impact results but also make sure that you share detailed information too
- Be prepared for comments or questions that are critical of your product or your claims
- Showcase your competitive superiority clearly when possible or address it at the minimum

#### DONT's

- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Don't nudge them to do something by using the logic that others have done the same
- Avoid too much small talk, just a few formal pleasantries should be fine

## 👉 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 Amy, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Amy is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Amy

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

## Insights For Deal Planning

How Fast (Or Slow) Will Amy Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Amy Take Some Risk Or Not?

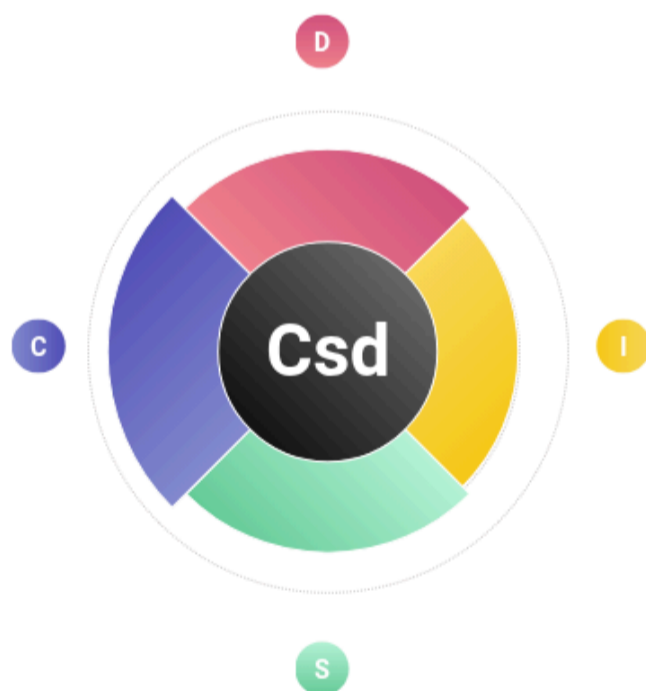
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

## You And Amy

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Amy'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.

### **STEADINESS**

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

### **DOMINANCE**

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.