



DAVID YOO

Activist
DISC Type : Cd

Director, Growth Operations at ClickUp
Los Angeles, California, United States

Overview

David is the Director of Growth Operations at ClickUp, previously holding roles in Revenue Operations and Business Intelligence. He focuses on driving scalable GTM strategies and has a background in global sales strategy.

He is an alumnus of Harvard University, where he studied Political Science and Government. Davids colleagues describe him as having an exemplary work ethic and attention to detail.

David received the 2022 Peoples Voice award in the Productivity and Collaboration category at the Webby Awards for ClickUp.

👉 Personality Overview

Meticulous Logical And Quick Value Conscious

They focus on objectivity in a pitch and pay little attention to bells and whistles. They can be nudged to make faster decisions by offering what they value. They respond well to confident salespeople.

👉 Topics They Care About

- Growth Operations**
As Director, Growth Operations at ClickUp, David is directly involved in optimizing and scaling strategies for business growth.
- Revenue Operations**
David has a history of leadership in Revenue Operations at ClickUp, indicating a strong interest in enhancing revenue efficiency.
- Business Systems**
His posts highlight a focus on building AI-first, scalable GTM business systems using platforms like Salesforce/CPQ.
- GTM Strategy**

David has worked as a Senior Analyst in GTM Strategy and is focused on turning strategy into real GTM impact.

AI in Business

David emphasizes the use of "AI-first" scalable systems across the revenue tech stack at ClickUp.

Harvard University

[Predicted] As an alumnus of Harvard University, David likely maintains an interest in the university's community and developments.



Media Appearances

David has no verified media appearances

Work History

- 2-2024
Director, Growth Operations at ClickUp
- 10-2023 - 2-2024
Director, Revenue Operations at ClickUp
- 3-2023 - 10-2023
Sr. Manager, Business Intelligence at ClickUp
- 6-2021 - 3-2022
Sr. Analyst, GTM Strategy at Automation Anywhere
- 11-2020 - 5-2021
Sr. Analyst, Global Sales Strategy at Salesforce

Education

- Political Science and Government from Harvard University

More Information

Social Presence :



Prographics :

Exp : 7 Location : **Los Angeles, California, United States** Job Level : **Mid-senior**

Designation : **Director, Growth Operations at ClickUp**

Insights For Selling To David

👉 During A Call Or A Meeting

DO's

- Get to the point quickly instead of spending too much time on pleasantries
- Ask them questions confidently while doing discovery, don't be apologetic
- Be crisp while making the pitch

DONT's

- Do not give up if they are not convinced, try again with a different approach
- Refrain from asking too many questions
- Avoid repeating yourself or making generalizations

👉 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 David, 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: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with David is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from David

- *They may not be very forthcoming, but they will say no if needed.*

Insights For Deal Planning

How Fast (Or Slow) Will David Move?

- *They are neither the fastest decision makers nor the slowest.*

Can David Take Some Risk Or Not?

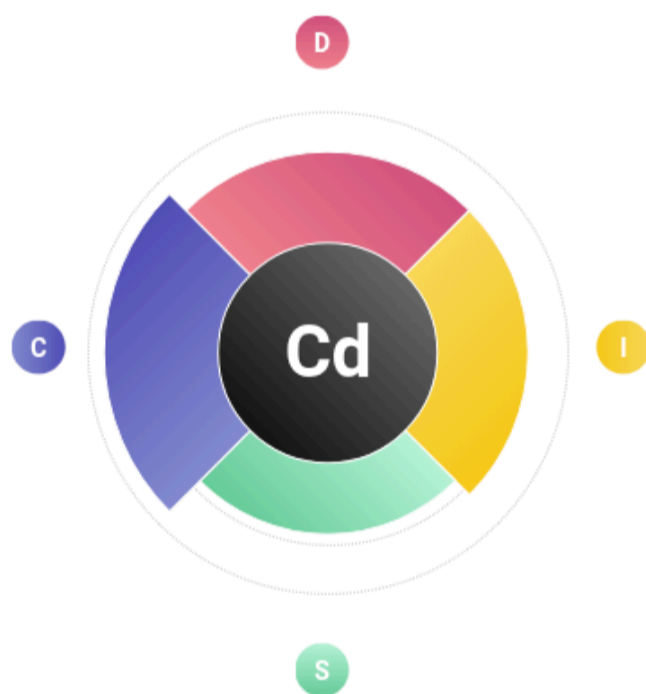
- *They can take risks but after weighing up the pros and cons.*

You And David

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : David'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.

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.