



DHARMESH SHAH

Critic
DISC Type : C

Founder and CTO at HubSpot
Greater Boston, United States

Overview

Dharmesh Shah is the co-founder and CTO of HubSpot, a leading inbound marketing and sales software company. A serial entrepreneur, he founded and sold Pyramid Digital Solutions before starting HubSpot. He holds an M. S. from MIT and is the author of "Inbound Marketing. " People often describe him as brilliant, humble, pragmatic, engaging, and insightful.

Outside of his professional endeavors, Dharmesh prioritizes family, health, and personal growth. He is an active angel investor in over 90 startups and a prolific writer on his blog, OnStartups. com, which has cultivated a community of over one million members. He enjoys hiking, cycling, and exploring new cuisines.

Unique fact: As CTO, Dharmesh has structured his role to have zero direct reports, allowing him to focus entirely on product, technology, and culture-building as an individual contributor.

👉 Personality Overview

ROI Driven Precise Critic

It is very likely that they will negotiate pricing or other important terms. They prefer to do logical analysis and value evidence over emotions. Unless the value is proven by data, they are unlikely to value fancy features.

👉 Topics They Care About

AI Agents
He is intensely focused on the future of AI, recently launching Agent. ai, a professional network for AI agents that he personally coded for over 1500 hours.

Startup Culture
Authored HubSpot's widely-read Culture Code, which has over five million views. He views culture as a product that needs to be engineered and iterated upon.

Entrepreneurship

A career startup founder, he created and sold a company before HubSpot and runs the popular blog OnStartups. com, sharing advice with fellow entrepreneurs.

Inbound Marketing

He co-authored the book "Inbound Marketing" and co-founded HubSpot on this philosophy of attracting customers with valuable content rather than traditional advertising.

Angel Investing

He is an active angel investor in over 90 technology startups, including prominent companies like Coinbase, AngelList, and Okta, showing a deep interest in fostering innovation.

Boston Celtics

[Predicted] Based on his long-term residence and work in the Boston area, including attending MIT, he likely follows the local NBA team.



Media Appearances

Dharmesh has no verified media appearances

Work History

- 6-2006
Founder and CTO at HubSpot
- 11-2005
Founder at OnStartups.com
- 4-1994 - 8-2005
Founder and CEO at Pyramid Digital Solutions
- 4-1992 - 4-1994
Software Developer at SunGard Employee Benefit Systems

Education

- 2004 - 6-2006
M.S. from Massachusetts Institute of Technology
- B.S. from University of Alabama at Birmingham

More Information

Social Presence :



Prographics :

Exp : **33** Location : **Greater Boston, United States** Job Level : **Leadership** Designation : **Founder and CTO at HubSpot**

Insights For Selling To Dharmesh

👉 During A Call Or A Meeting

DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Don't forget to mention how you compare to competition on both features and pricing
- Be formal and objective, they will appreciate it more

DONT's

- Make extra effort to not seem pushy or confrontational
- Avoid phrases like 'trust me', 'others just love' etc.
- Don't rush them till they have clearly gotten all the necessary information

👉 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 Dharmesh, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Dharmesh is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Dharmesh

- *It is not very hard for them to say no if they are not convinced about the decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Dharmesh Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Dharmesh Take Some Risk Or Not?

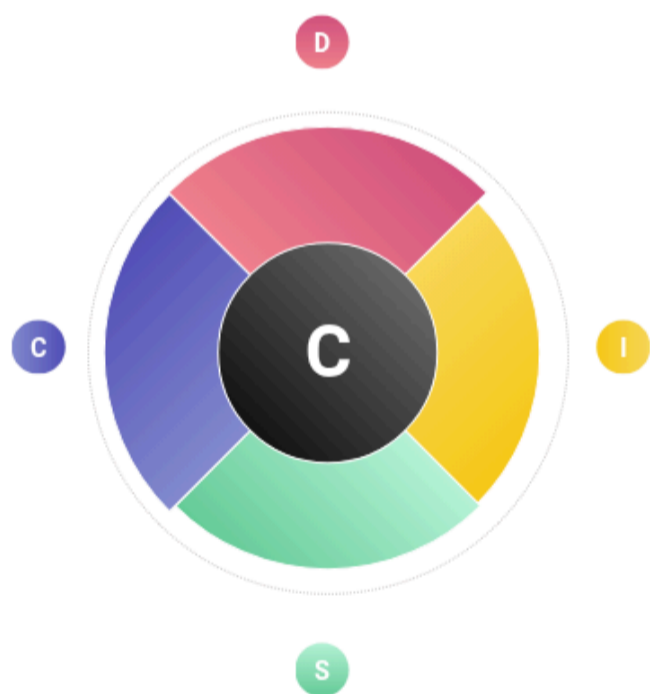
- *They can take risks if their analysis shows that it would be worth it.*

You And Dharmesh

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dharmesh'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.