



JAE LEE

Pioneer
DISC Type : Isd

Head of Marketing Operations at TRM Labs
Houston, Texas, United States

Overview

Jae has no verified overview

Personality Overview

Driven But Considerate

Dynamic But Sincere

Decisive But Friendly

They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. If they are convinced, they can become very strong champions for your product. They have the unique ability to win both love and respect from their team (or outsiders).

Topics They Care About

Jae has no verified topics they care about

Media Appearances

Jae has no verified media appearances

Work History

- 9-2025
Head of Marketing Operations at TRM Labs
- 5-2025 - 9-2025
Marketing and Revenue Ops at Zamp
- 5-2024 - 5-2025
Director, Marketing Strategy and Operations at Lumos
- 4-2022 - 4-2024
Marketing Operations Manager at Lumos
- 4-2021 - 4-2022
Marketing Operations Manager at Spekit

Education

- 2007 - 2012
Education details unavailable from The University of Texas at Austin

More Information

Social Presence :



Prographics :

Exp : 5 Location : **Houston, Texas, United States** Job Level : **Mid-senior**

Designation : **Head of Marketing Operations at TRM Labs**

Insights For Selling To Jae

👉 During A Call Or A Meeting

DO's

- Build a trustworthy relationship while keeping the product center-stage
- Keep your pitch focused on the impact but nurture the relationship too
- Ask them for a lunch or coffee once some rapport has been established

DONT's

- Don't hesitate from asking questions or pushing them, but take a formal approach
- Don't be very informal during the early interactions even if they are being so themselves
- Avoid focusing only on the product or its ROI, keep building trust subtly

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Jae, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Jae, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi', 'Hello' etc. (along with the first name)

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Jae is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Jae

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Jae Move?

- *They are generally fast movers and can take quick decisions*

Can Jae Take Some Risk Or Not?

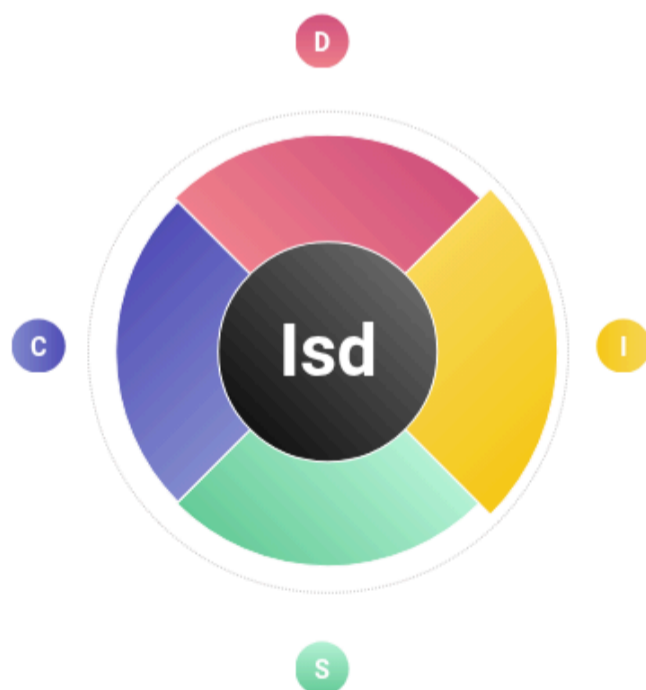
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Jae

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jae's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

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.