



## JAY PATEL

**Initiator**  
DISC Type : Di

**Co-Founder & Head of Growth at DevX EOR at DevX**  
Ahmedabad, Gujarat, India

### Overview

Jay Patel is the Co-Founder and Head of Growth at DevX EOR and Momentum91, where he helps global SaaS companies hire top talent and scale their teams in India. A mechanical engineer by education from Dharmsinh Desai University, he leverages his extensive background in sales and consultative selling from his time at BYJUS to drive growth.

As an avid learner, Jays interests extend to education and mentorship. He began his career by teaching Quantitative Aptitude and Logical Reasoning as a hobby, demonstrating a foundational passion for helping others learn and develop new skills before moving into the corporate world.

Unique Fact: He made a significant career pivot from Mechanical Engineering into EdTech sales and eventually became a multi-company co-founder.

### Personality Overview

**Confident**

**Conviction Driven**

**Risk-Accepting**

They usually prefer to drive the conversation. They respond well to objective pitches but also attach some value to relationships. They don't mind taking a stand if they believe in something.

### Topics They Care About

#### **Systematic Hiring**

He believes hiring is a system design problem, not a speed problem, and focuses on architecting recruitment engines like a product.

#### **SaaS Growth**

His company, Momentum91, is dedicated to helping early-stage SaaS firms implement strategies to acquire, convert, and retain customers to reach \$1M in ARR.

#### **Offshore Team Building**

A core part of his business at DevX EOR is enabling global companies to scale their teams in India, moving beyond cost-savings towards capability building.

### AI Talent

He is actively involved in recruiting specialized roles like AI Engineers, indicating a focus on building teams with high-demand, modern technical skills.

### Consultative Selling


He highlights this as a key skill developed during his four years in EdTech, which likely informs his current approach to growth and client relations.

### EdTech & Mentorship

[Predicted] His background includes teaching as a hobby and a significant management tenure at BYJU'S, suggesting a continuing interest in education technology and professional development.




## Media Appearances



**A Conversation with Jay Patel, Head of Growth at DevX – Against the Grain. Featured in Apple Podcasts (Against the Grain)**

[Listen Now](#)


Apple Podcasts



**DevX raises \$7 million to support expansion, develop proptech solution. Featured in Economic Times**

[Read Now](#)

Article



**Panel: Scaling DevX For Growing Teams. Featured in Okteto**

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Article

## Work History

- 7-2023  
Co-Founder & Head of Growth at DevX EOR at DevX
- 6-2023  
Co-Founder and Head of Growth at Momentum91 (A DevX Company)
- 12-2022 - 11-2023  
VP of Sales at Clientjoy | CRM for Agencies

## Education

- 6-2012 - 4-2016  
B.Tech from Dharmsinh Desai University

• 6-2022 - 12-2022

Associate Senior Manager at BYJU'S

• 5-2021 - 6-2022

Performance Manager at BYJU'S

## More Information

### Social Presence :



### Prographics :

Exp : 7 Location : **Ahmedabad, Gujarat, India** Job Level : **Leadership**

Designation : **Co-Founder & Head of Growth at DevX EOR at DevX**

## Insights For Selling To Jay

### 👉 During A Call Or A Meeting

#### DO's

- Keep your pitch focused on the impact but insert some anecdotes into it
- Refer to testimonials from well known people to highlight the value of your product
- Clearly address the competitive aspects

#### DONT's

- Don't be very informal even if they are being so themselves
- Don't keep repeating the same information, it could make them impatient
- Don't be unorganized, be prepared for the pitch

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Jay, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

**Salutation:** No

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

**Greeting:** No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

**Complimentary Close:** Unique, casual

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

**Tone of Words:** Informal, direct

**Overall Messaging:** Focused on personal achievement

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jay is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Jay

- *They will not hesitate to say no if they do not develop conviction.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Jay Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Jay Take Some Risk Or Not?

- *They have the capability of taking risky decisions if necessary.*

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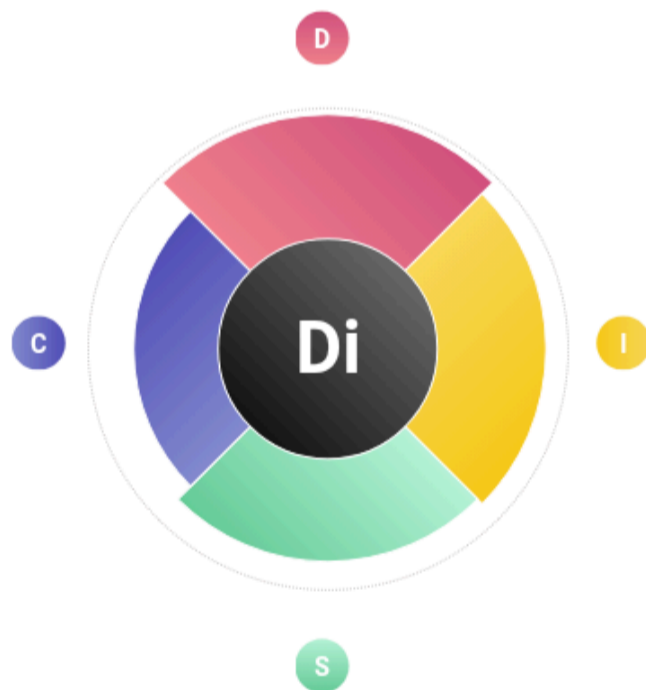
## You And Jay

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jay's Key Traits



### **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.

### **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.