



## KEITH KOO

**Commander**  
DISC Type : D

**Vice President at US Capital**  
San Jose, California, United States

### Overview

Keith Koo is an investment banker and technology executive, currently serving as Vice President at US Capital and Managing Partner of Guardian Insight Group. With a background that includes senior roles at Cisco and HP, he specializes in technology risk, M&A, and finance. He holds a BA from the University of California, Davis.

Outside of his corporate roles, Keith is a man of faith dedicated to purposeful leadership. He founded Ten Talents Media, a platform exploring faith-driven entrepreneurship, and is actively involved in the faith-based business community, speaking at related conferences and events.

Unique fact: Keith hosts two distinct radio shows and podcasts: "Silicon Valley Insider" which focuses on technology and innovation, and "Ten Talents" which explores the integration of faith and work.

### 👉 Personality Overview

Very Quick

Decisive

Candid & Clear

They are not always relationship oriented. They like to move fast and expect the same from others. They respond well to strong and respectful communication.

### 👉 Topics They Care About

#### Faith-Driven Entrepreneurship

He founded and hosts the "Ten Talents" radio show and podcast, which focuses on purposeful leadership and integrating faith, passion, and vocation in business.

#### Technology Risk Management

As Managing Partner of Guardian Insight Group, his firm specializes in advising companies on mitigating risks associated with technology vendors, covering cyber, compliance, and financial exposures.

#### Startup Mentorship

Through his firm and his "Silicon Valley Insider" radio show, he actively advises startups on scaling, funding, and developing their products.

### Emerging Tech Trends

His media platforms and advisory work consistently explore emerging technologies like AI, Blockchain, Web 3.0, and Fintech, featuring innovators from around the world.

### Impact Investing

He has stated a professional goal of focusing more on impact investing, aiming to support companies that have a strong potential to positively impact the world.

### AAPI Community

He has participated as a moderator and host for events focused on empowering Asian American and Pacific Islander (AAPI) voices and discussing the AAPI experience.



## Media Appearances



## Work History

- 1-2022  
Vice President at US Capital
- 1-2020  
Senior Advisor at Soapbox, Inc.
- 2020  
Member Of The Board Of Advisors at Chintai - Resource Exchange For Digital Assets
- 2019  
Chief Operating Officer at Aeronyde Corporation
- 2019  
Member Of The Board Of Advisors at Humans For AI

## Education

- BA from University of California, Davis
- Project Management from University of California, Berkeley

## More Information

### Social Presence :





## Prographics :

Exp : 21 Location : San Jose, California, United States Job Level : Senior Designation : Vice President at US Capital

## Insights For Selling To Keith

### 👉 During A Call Or A Meeting

#### DO's

- Make sure that you circle back fast on any action items, it wins their trust
- Use phrases like 'it's your decision', 'strategic impact' etc.
- Refer to testimonials from well-known industry leaders

#### DONT's

- Do not back off when challenged, respond with a confident, objective answer instead
- Do not spend too much time focusing on product tech or features
- Avoid being a storyteller and don't try to oversell

## 👉 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: Keith, 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: To the point

*Example: Personalization', 'Sales conversion' etc.*

Salutation: No

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

Greeting: No

*Example: Skip 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: Skip 'Warm regards', 'Best wishes' etc., just write your name*

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

*Example: Less than 75 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Keith is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Keith

- *If they are not convinced, they will have no hesitation in telling you the same.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Keith Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Keith Take Some Risk Or Not?

- *They don't mind risks but can be quite binary about them.*

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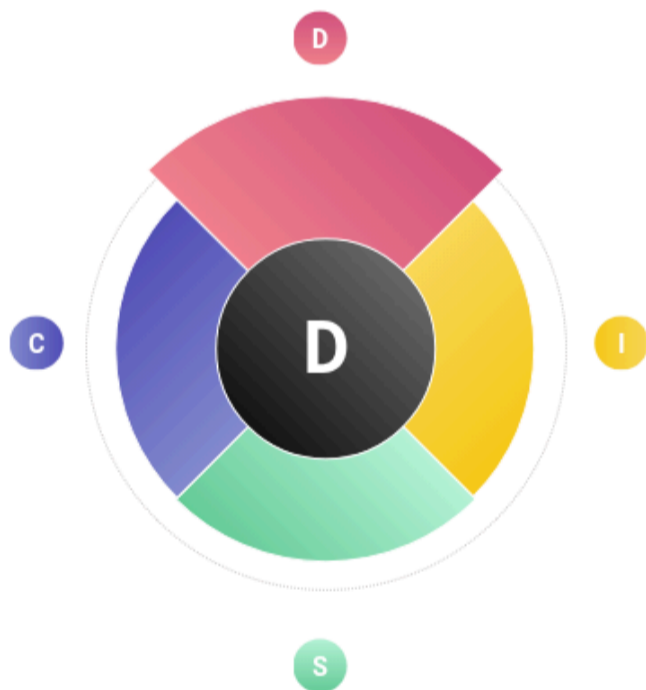
## You And Keith

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Keith'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.