



STEVEN OBRIEN

Energizer
DISC Type : I

Senior Investor Relations at Yanne Capital
London, England, United Kingdom

Overview

Steven is a Senior Investor Relations professional at Yanne Capital with nearly 17 years of experience rooted in operations and logistics management. His career is built on enhancing systems, processes, and teams to save time and cut costs. He holds a BA in Logistics & Supply Chain Management from the University of Derby.

Based on his profile, Steven appears to appreciate his alma mater, the University of Derby, and has a listed interest in Pizza Express, suggesting a preference for well-established and popular casual dining.

He has made a significant career transition from hands-on supply chain operations to investor relations at a global investment bank.

👉 Personality Overview

Enthusiastic

Relationship Oriented

Big Picture Person

They are friendly, approachable and love to make new connections. They are really good at seeing what the long-term impacts of their decisions could be. They are always positive and upbeat, so take their promises with a pinch of salt.

👉 Topics They Care About

Operational Efficiency

His career focus has been on creating smarter systems and tighter processes, having improved on-time delivery by 30% in a previous role.

Supply Chain Management

Holds a degree in this field and has nearly 17 years of hands-on experience, progressing from the warehouse floor to managing large-scale operations.

Investor Relations

This is his current senior role at Yanne Capital, representing a significant career pivot from logistics to finance.

Process Improvement

He has a track record of implementing lean processes that cut waste and improve workflow in complex logistics environments.

Derby County FC

[Predicted] Given his connection to the University of Derby, he may follow the local professional football team, 'The Rams'.



Media Appearances

Steven has no verified media appearances

Work History

- 3-2021
Senior Investor Relations at Yanne Capital
- 8-2014 - 2-2021
Operations Manager at Loxwell Distribution Group
- 5-2009 - 7-2014
Warehouse Supervisor at Trentline Logistics Ltd
- 1-2006 - 4-2009
Logistics Coordinator at Selwyn Distribution Services

Education

- 9-2004 - 8-2007
BA (Hons) in Logistics & Supply Chain Management from University of Derby

More Information

Social Presence :



Prographics :

Exp : **20** Location : **London, England, United Kingdom** Job Level : **N/A**

Designation : **Senior Investor Relations at Yanne Capital**

Insights For Selling To Steven

During A Call Or A Meeting

DO's

- Invite them for a lunch or a drink/coffee
- Do some small talk, ask them how things are going on their side
- Speak enthusiastically with energy, maintain a clear and confident tone

DONT's

- Avoid cutting into their flow
- Don't be excessively objective, be a storyteller
- Avoid overloading them with too much detail

👉 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 Steven, [user_fname] here at [user_companynamewordstwowords] 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: Steven, 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, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

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

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Steven is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Steven

- *They will probably never say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Steven Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Steven Take Some Risk Or Not?

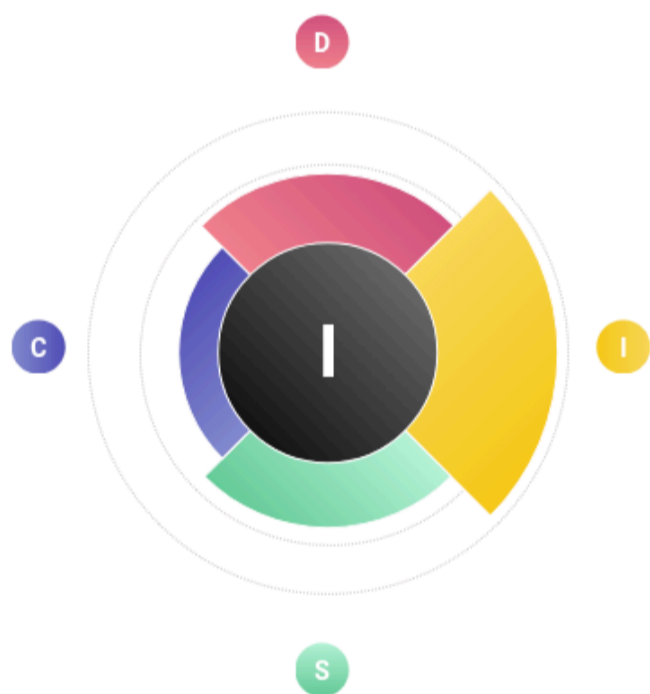
- *They can take certain risks that are unlikely to have personal consequences.*

You And Steven

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Steven'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.