



# TOMY LORSCH

**Sharpshooter**  
DISC Type : DC

**AI for Good Institute Fellow by Impact Genius at Stanford University**  
San Francisco Bay Area, United States

## Overview

Tomy Lorsch is the Founder and CEO of ComplexChaos, an AI company focused on stakeholder alignment. He previously built a 400-person global company and is an alumnus of Harvard Business School and Stanfords AI for Good Institute. Colleagues describe him as innovative, insightful, and compassionate.

A self-described global citizen and 3x immigrant, Tomy is a certified yoga and mindfulness meditation teacher. He is passionate about spirituality and philosophy, recently completing a 10-day silent meditation retreat to welcome the new year. He lives in the Santa Cruz mountains with his wife and two dogs.

He has been married and attended the Burning Man festival 13 times.

### Personality Overview

**Fast But Analytical**      **Precise But Practical**      **Rigorous & Demanding**

They prefer to move quickly, and expect the same from others. They put a lot of effort into ensuring personal success. They do not care very much about building rapport or relationships.

### Topics They Care About

**Stakeholder Alignment**  
His current company, ComplexChaos, is dedicated to using AI to help humanity cooperate at scale, reimagining how institutions align under pressure in complex enterprises.

**AI for Good**  
As a Stanford AI for Good Institute Fellow, he actively explores how AI can augment collective intelligence to enhance human collaboration and solve major social issues.

**Impact Investing**

As a General Partner at Oneness Ventures, he is an active angel investor in mental health technology, psychedelic medicine, and climate change mitigation.

### Mindfulness & Meditation

A certified teacher trained by Jack Kornfield and Tara Brach, he has a deep personal commitment to mindfulness and has completed extended silent meditation retreats.

### Climate Tech

He invests in companies restoring forests and has shared personal stories of how climate change has directly impacted him, driving his focus on this area.

### B2B Growth

He recently sought recommendations from his network for B2B growth marketing agencies and freelancers, indicating a current focus on scaling his company's reach.



## Media Appearances

Tomy has no verified media appearances

## Work History

- 7-2024  
AI for Good Institute Fellow by Impact Genius at Stanford University
- 8-2023  
Member at AI Link
- 8-2023  
Bodhisattva Investor at Interbeing Inc
- 8-2023  
Advisor & Scout at SUPERNOVA
- 7-2023  
Founder & CEO at ComplexChaos

## Education

- 2012 - 2014  
Owner President Management Program from Harvard Business School
- 7-2024 - 8-2024  
AI for Good Innovator by Impact Genius from Stanford University

## More Information

### Social Presence :



### Prographics :

Exp : **18** Location : **San Francisco Bay Area, United States** Job Level : **Mid-senior**

Designation : **AI for Good Institute Fellow by Impact Genius at Stanford University**

# Insights For Selling To Tomy

## 👉 During A Call Or A Meeting

### DO's

- Make sure that you circle back fast on any action items, it wins their trust
- Get to the point quickly instead of spending time doing small talk
- Objectively showcase the impact that your product creates

### DONT's

- Do not hesitate from asking counter questions, just avoid challenging their authority
- Don't focus on process and rules, give the impression of being a 'gets it done' person
- Avoid being too verbose

## 👉 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:** Tomy, 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, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

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

**Greeting:** No

*Example: Skip usual 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: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Tomy is

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

Will you ever get a clear answer from Tomy

- *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 Tomy Move?

- *If convinced, they can reach decisions quite fast.*

Can Tomy Take Some Risk Or Not?

- *They do not shy away from taking risks, but can be quite binary about them.*

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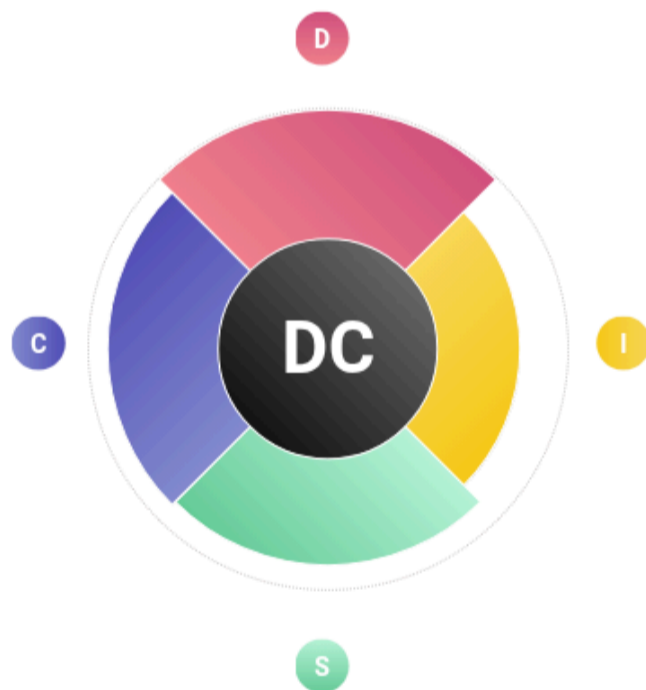
## You And Tomy

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Tomy'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.

### **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.