



The Intelligent Revenue Roadshow

30th November 2021

Doubletree by Hilton Tower of London
7 Pepys Street, London, EC3N 4AF

It's time for a different revenue story. An Intelligent Revenue story.

Intelligent Revenue is a new approach to creating the resilience that your business needs to grow profitably and predictably, regardless of changes in the market. It not only considers the boardroom strategy for business growth, but also the operating system to drive seller behaviour.

At Unleashed on Tour London, you will learn how to put sellers at the heart of your Revenue Operations strategy to drive resilience, predictability and profitability for your business. See you there!

13.30 - 14.00

REGISTRATION & REFRESHMENTS

A Revenue Outlook: The State of UK Business

Digital transformation has accelerated in almost every industry, but how exactly have buyers and sellers across the UK and beyond adapted, and what's next?

Speaker: Johann Wrede, CMO, Xactly

14.00 - 15.30

Moderator:

Johann Wrede

From Boardroom to Bookings: Identifying the Challenges in GTM Execution

Sales leaders review of the challenges to business, and specifically sellers, today as they prepare for tomorrow and why putting sellers at the heart of your business will drive resilience, predictability and pipeline efficiency for your business

Speakers: Johann Wrede & Chris Stewart, Xactly, Clare Gorman, Clarivate

Intelligent Revenue: A New Model for RevOps

An interactive discussion on the rise of RevOps and how it accelerates predictable revenue and drives transparency and accountability at scale

Speakers: James Smith & Ciaran McCullagh, Xactly & Nichole Gleason, Salesforce

15.30 - 16.00

BREAK

16.00 - 17.00

Moderator:

Johann Wrede

Going to Market: The Strategies, the Stack and the Stories

Our panel of customers and experts will discuss the tools and tactics that incentivise the right seller behaviours and simplify planning and forecasting

Speakers: Jack Ashman, Xactly, Barry Hoban, Maxim Integrated, Mark Davis, K2 Partnering

Starting Where you Are: Assessing your Current Situation

Where are you on your journey? Learn how to assess your RevOps maturity, uncover the opportunities that lie ahead, and come up with a plan to solve your challenges

Speakers: Gina Cook, Xactly

17.00 - 19.00

NETWORKING RECEPTION & CANAPES

