



# The Intelligent Revenue Workshop

**20th April 2022**

DoubleTree by Hilton Amsterdam Centraal Station  
Oosterdoksstraat 4, 1011 DK Amsterdam

**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 Amsterdam, 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!

## > Agenda

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| 14.30 - 15.00 | Registration & Refreshments  |
| 15.00 - 15.30 | Keynote: From Boardroom Strategy to Seller Behaviour: Why Intelligent Revenue is the Future of Business Resiliency<br><b>Speaker:</b> Jamie Anderson, <b>Xactly</b>              |
| 15.30 - 16.00 | How Technology Supporting Incentives Will Help Drive Greater Revenue Growth In Your Business<br><b>Speakers:</b> Todor Atev, <b>UiPath</b> , Andy Widdison, <b>Xactly</b>        |
| 16.00 - 16.30 | The Salesforce Approach to RevOps: How Salesforce.com has transformed RevOps with Xactly<br><b>Speakers:</b> Ciaran McCullagh, <b>Xactly</b> + Frank van Rees, <b>Salesforce</b> |
| 16.30 - 16.50 | How Revenue Intelligence Will Help Keep And Retain Your Best Talent And Reduce Attrition<br><b>Speaker:</b> Jack Ashman, <b>Xactly</b>   |
| 16.50 - 17.00 | Starting Where you Are: Assessing your Current Situation<br><b>Speaker:</b> Gina Cook, <b>Xactly</b>   |
| 17.30 - 19.30 | <b>NETWORKING RECEPTION</b>  |

