



GTM VC/PE OPERATING PARTNERS

Hello GTM Operating Partners,

We're hot off the heels of our first-ever Impact Summit — a packed, high-impact day focused on how AI is transforming go-to-market strategy. The event was standing room only with 200+ GTM leaders in attendance (+1,200 attended the Virtual Impact Summit two weeks later!), and the energy was electric as we offered practical applications around how to find and drive growth in the age of AI.

8 AI Research Reports went live in tandem with the Summit, each highlighting how AI is being applied across the customer journey — from pipeline generation to expansion and renewal. We also hosted two private dinners for 50+ PE GTM Operating Partners, sparking meaningful conversations about AI & the acceleration of growth across portfolio companies.

Panel Spotlight: "AI Expectations from the Top"



At the Impact Summit, industry leaders from PSG, Insight Partners, Vista Equity Partners, Warburg Pincus, and GTM Leader Society explored how AI is reshaping GTM operations within portfolio companies.

The panel covered critical AI applications across the entire GTM stack. In AI-powered targeting, the panelists discussed how sophisticated lead scoring and account prioritization enable personalized outreach at scale. For sales enablement and coaching, they highlighted emerging tools that provide real-time coaching feedback and automate content development tailored to individual prospects.

Customer success emerged as particularly ripe for AI transformation, with automated engagement systems addressing the "hundreds of accounts" challenge that plagues most CSM teams. The panel also explored pipeline management innovations, where AI analyzes interaction history and product usage to predict deal outcomes and recommend next actions.

A key theme throughout the discussion was balancing automation with human expertise. While AI excels at data processing and routine tasks, the panelists emphasized that complex strategic decisions, relationship building, and nuanced customer situations still require human oversight and intervention.

Introducing: The Impact Roadshow

Fresh off the sold-out Impact Summit in San Francisco, Winning by Design is hitting the road. We're bringing the most valuable takeaways, frameworks, and GTM AI strategies from the main stage directly to revenue leaders across five key markets in a more intimate format.

The Impact Roadshow is a series of private, catered roundtables designed for C-level GTM leaders and PE Operating Partners to exchange ideas, share experiences, and dive deep into growth strategy with their peers. These 3-hour events are invite-only, with content curated for an executive audience.

Roadshow Schedule (* = date tentative)

- **San Francisco (@ Dropbox HQ):** July 29, 2025 - *request invite below*

- **NYC:** August 21, 2025 - *reply if interested*
- **Chicago:** September 3, 2025 *
- **Washington D.C.:** September 24, 2025 *
- **Austin:** September 30, 2025 *
- **San Francisco:** October 15, 2025 - *reply if interested*

Each city will focus on region-specific GTM challenges while maintaining the core AI transformation themes that made our San Francisco Summit so impactful.

Ready to join us on the road? Request an invite to our next SF Impact Roadshow event on **July 29th hosted at Dropbox HQ** — operating partners and portco executives and GTM leaders are encouraged to attend.

REQUEST AN INVITE

As always, I'm **available to discuss** anything GTM-related pertaining to your growth strategy. The AI revolution in GTM is accelerating, and we're here to help you stay ahead of the curve.

To continued growth!

Best,
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