

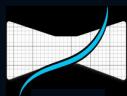
Stories of Innovation

From the operators architecting growth



Mark Kosoglow

CRO, Docebo



INNOVATOR
BOWTIE FRAMEWORK

A \$250M SaaS lifecycle, redesigned as one connected system.

PAIN

Fragmented ownership of the customer journey meant handoffs leaked value, the funnel had blind spots, and customer friction kept compounding at scale.

SOLUTION

Docebo aligned marketing, sales, and CS around shared lifecycle metrics, structured handoffs, and supply-chain-style forecasting. Growth, efficiency, and customer experience moved together.

\$238M

ARR reached



21% (+4.1pp)

EBITDA margin



9.0 to 9.3

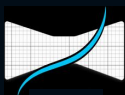
CSAT increase





Charlie Wood

CEO, Wiise



INNOVATOR
BOWTIE FRAMEWORK

Four years of compounding growth, built on one unified revenue system.

PAIN

Siloed execution across partners and systems meant growth was unpredictable and hard to scale — there was no unified view of the lifecycle or what was driving it.

SOLUTION

Wiise redesigned its full customer lifecycle around Bowtie and Revenue Architecture principles, transforming a fragmented partner-led model into a coordinated growth engine.

~450%

recurring revenue growth
over 4 fiscal years



110%+

net revenue retention



Mid to high 90s

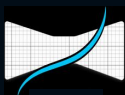
gross revenue retention





Ran Haimoff

Senior Director, GTM Strategy
and Sales Operations, Tipalti



INNOVATOR
BOWTIE FRAMEWORK

400 employees, one operating model, and a growth rate that reversed mid-year.

PAIN

In early 2025, the company identified an opportunity to further accelerate growth and efficiency across several segments of the business.

SOLUTION

Tipalti led a Bowtie-driven GTM redesign: ICP prioritization, funnel diagnostics, LTV/CAC governance — rolled out globally in 2025.

+29%

annualized growth
acceleration in H2 vs. H1



74%

increase in ARR per FTE YoY



150%

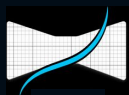
of Q4 plan achieved





Benjamin Roach

Director of Revenue Operations,
Optio Incentives



INNOVATOR
BOWTIE FRAMEWORK

One integrated system replaced a quoting process that was putting revenue at risk.

PAIN

Manual, siloed quoting meant inconsistent pricing and limited deal visibility — roughly 25% of revenue was exposed to risk on any given deal.

SOLUTION

Optio Incentives standardized its quote-to-revenue process, connecting sales, finance, and delivery around a single platform that automated workflows and eliminated manual handoffs.

~25%

of revenue de-risked



~80%

reduction in quoting time



~48 hr

improvement in deal-to-resource planning





Nida Ateeq

Senior Revenue Architect,
Lyra Technology Group



INNOVATOR
SPICED FRAMEWORK

One methodology, 100+ companies, and a pipeline that grew 4x in two quarters.

PAIN

Inconsistent definitions and disconnected reporting made it impossible to forecast accurately or manage acquisition at scale across a complex multi-company portfolio.

SOLUTION

Lyra embedded SPICED across its decentralized portfolio of 100+ companies in under six months, replacing fragmented qualification standards with a unified pipeline governance system.

3.4x

pipeline growth (\$2M to \$8.8M in two quarters)



45%

increase in sales velocity



70%

reduction in reporting time





Julien Alexander Cerutti

VP, Global Revenue Strategy,
Meltwater



INNOVATOR
SPICED FRAMEWORK

Consistency at scale starts when coaching becomes a system, not a habit.

PAIN

Methodology adoption varied across the global org, and coaching couldn't scale — resulting in inconsistent deal quality and customer outcomes that depended too much on individual reps.

SOLUTION

Meltwater embedded SPICED, Joint Impact Plans, and deal inspection into an AI-orchestrated enablement system, replacing variable coaching with a repeatable operating model.

~9-point

increase in Gross Revenue Retention



Improved consistency

in deal execution



Increased adoption

of business case-led selling





Scott Walker

Head of Sales Enablement, SMB, Global Payments

Lance Haffner

EVP, General Manager - Americas, Global Payments

1,500 sellers. 20 CRM systems. One way to qualify.

PAIN

Inconsistent qualification and fragmented tooling across dozens of legacy systems made pipeline quality, forecast accuracy, and onboarding nearly impossible to manage at scale.

SOLUTION

Global Payments unified sales execution across a large, acquisition-driven organization by embedding SPICED into Salesforce workflows, manager coaching, and executive governance.

\$9.64M

projected operating income impact



1,500+

sellers onboarded



60+

legacy tools simplified



INNOVATOR
SPICED FRAMEWORK



Anca van der Linden

Director, Global Sales
Enablement, Onit



INNOVATOR
SPICED FRAMEWORK

Late-stage surprises disappear when qualification starts at the top of the funnel.

PAIN

Without consistent qualification or deal review structure, late-stage losses were common, forecasting was unreliable, and coaching lacked a repeatable foundation.

SOLUTION

Onit built a SPICED-based deal strategy framework called Stratasheet, embedding it into Salesforce and weekly deal reviews to bring structure and predictability to every deal above \$50K.

\$50K+

deals applied



Improved

early risk identification



Increased
consistency

in deal progression





David Ronen

Director of Growth, Anomalo



INNOVATOR
GO-TO-MARKET AI

A team of 6, operating like a team of 60.

PAIN

Manual research and fragmented context between lifecycle stages limited how much a lean team could do — and how well they could do it.

SOLUTION

Anomalo built an AI-native GTM operating system using a knowledge graph and multi-agent workflows to automate research, outreach, planning, and execution across the full revenue lifecycle.

CORE AI TOOLS USED: Cursor, Vercel

+146%

improvement in agent output quality (from 11/30 to 27/30)



<10 mins

campaign creation time (down from 2h)



<2 mins

research time (down from 2h+)





Lisa Sharapata

VP AI & GTM Strategy, Metadata.io



INNOVATOR
GO-TO-MARKET AI

When the signals were wrong, she rebuilt the engine around better ones.

PAIN

Inaccurate intent signals led to wasted spend and inefficient targeting — the more the team leaned on them, the more pipeline quality suffered.

SOLUTION

Metadata.io deployed an agentic AI platform to automate campaign execution and optimization, replacing dependence on unreliable intent signals with a self-improving demand generation system.

CORE AI TOOLS USED: MetadataONE

9x

ROI (up from 3.26x)



177%

increase in influenced revenue



<10 mins

campaign build time
(down from 3.5 weeks)





Andrew Riesenfeld

COO of GTM, ZoomInfo



INNOVATOR
GO-TO-MARKET AI

100% inbound coverage. Zero SDR hours wasted on after-hours leads.

PAIN

Delayed follow-up and limited SDR capacity meant inbound leads were consistently underutilized — especially outside business hours when no one was there to respond.

SOLUTION

ZoomInfo deployed an AI SDR to handle real-time inbound qualification and meeting booking around the clock, eliminating the response lag that was costing pipeline.

CORE AI TOOLS USED: 1mind

100%

inbound coverage including after-hours and weekends



40%

meeting conversion rate



32%

engagement rate



A full rebrand, executed 90% in-house, in under a year, powered by AI.

PAIN

Conventional rebranding was too slow and too costly to match the pace of change in the market, and lacked the real-time signal needed to make confident decisions.

SOLUTION

Docebo used AI agents and generative workflows for a fast, global rebrand and GTM shift, informed by real-time customer insight.

CORE AI TOOLS USED: Gong, Figma, CustomGPTs

28%

share of voice in AI/answer engines (10-point lead)



473%

increase in website traffic



66%

increase in demos booked



Kyle Lacy

CMO, Docebo



INNOVATOR
GO-TO-MARKET AI