



LOU KEYES, EVP & CHIEF REVENUE OFFICER

Accomplished executive with over 30 years of executive leadership experience including sales, general management, client relationships, P&L, marketing and strategy. Extensive background in Fintech, professional services, IT outsourcing, BPO, enterprise software and cloud/web services. A turnaround expert, Mr. Keyes has been sought out by Fortune 500 and private equity backed companies for sales and growth acceleration. As Chief Revenue Officer, Lou is responsible for global sales and marketing, training and upskilling client facing teams, and driving the achievement of sales and revenue objectives.



Conduent delivers digital business solutions and services spanning the commercial, government and transportation spectrum — creating exceptional outcomes for its clients and the millions of people who count on them. The company leverages cloud computing, artificial intelligence, machine learning, automation and advanced analytics to deliver mission-critical services. Through a dedicated global team of approximately 60,000 associates, process expertise and advanced technologies, Conduent solutions and services digitally transform its clients' operations to enhance customer experiences, improve performance, increase efficiencies and reduce costs. Conduent adds momentum to its clients' missions in many ways, including delivering 43% of nutrition assistance payments in the U.S., enabling 1.3 billion customer service interactions annually, empowering millions of employees through HR services every year and processing nearly 12 million tolling transactions every day.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Performance and Efficiency, Develop a High-Performance Sales Culture, Optimize Sales Funnel Efficiency, Build a Data-Driven Revenue Team

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Salesforce, Brainshark, LinkedIn Sales Navigator, InsideView, CIENCE, SAP Ariba Discovery, Intercom

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

1,000+

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$50 to \$150 Million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Enhance Sales Performance – Using key performance tracking metrics (calls made, emails sent, deals closed) to help pinpoint areas where reps excel and areas that need improvement. Managers can use the performance data to provide individualized training, coaching and support to reps, helping them overcome challenges and improve their skills.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Sales Turnover

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Sales Visibility, Sales Performance Management, Sales Training, Sales Enablement Organizations

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

3-6 Months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$20 Million



What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

How to equip reps with the digital seedling tools and skills that delight modern buyers and create a competitive edge	D
AI Tools to create a more effective Salesforce	A
How to unlock seller productivity and increase sales executives participation at every level	C
Effectively navigate digital sales transformation in complex enterprise organizations	B
Hiring of more talented sales executives	B
Creating productive digital environment for both buyers and sellers	A
Unlocking sales performance through more effective coaching, training, and learning	A
Combining first party data with the right 3rd party data to increase conversions	E
Assessments	A
Maximize seller effectiveness and simplify processes with generative AI	B
Sales forecasting, predictive analytics, and AI	D
Incentive compensation management	E
Revenue lifecycle management solutions	E
Leveraging AI to identify opportunities to increase LTV	B
Innovative sales technology to support your Salesforce	C
Using AI to automate repetitive tasks to increase seller productivity	A
Leveraging Content Platforms to enable sellers to personalize messaging	A
Driving pipeline and streamlining sales processes through data-driven insights	D