

# Revenue Collective

FOUNDED 2016

NEW YORK

LONDON

BOSTON

DENVER

TORONTO

AMSTERDAM

INDIANAPOLIS



# <18 Months

The average tenure of a commercial executive  
at a high-growth company






# In Other Words...

It is a dangerous time to be a commercial operator at a high-growth company.





A person is standing on a large, rounded rock formation in the foreground. The background shows a vast, hazy mountain range with several sharp peaks. The entire image is overlaid with a semi-transparent blue gradient. A thin white horizontal line is positioned to the left of the text.

Revenue Collective is a membership for  
high-growth operators.



High-growth operators need access to the best available resources, support and guidance to successfully navigate their often-volatile professional circumstances.

THEY DO NOT HAVE THE SAME ADVANTAGE AS OTHER PEOPLE IN THE ROOM.

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***Where can you turn?***





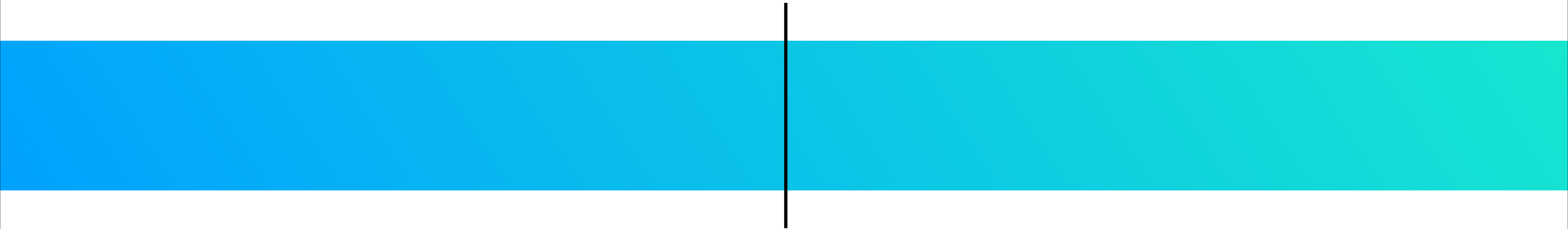
There is so much confusion and opportunity out there.  
How do you separate signal from noise?

Imagine leading high-growth operators around the world  
helping each other to solve problems. Delivered online, in-  
person events and other unique formats.





Our old-school belief: Give-and-take relationships win.



We have no room for passive participants.

If you have nothing to offer, or don't want to offer what  
you have, we are not for you.



“Revenue Collective made me feel financially protected.”

How do you benchmark success?

The world we work in isn't always easy or pleasant.  
We make it—and you—better.

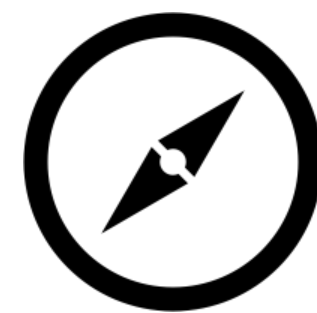


# We help our members realize their professional objectives: job, money, career.



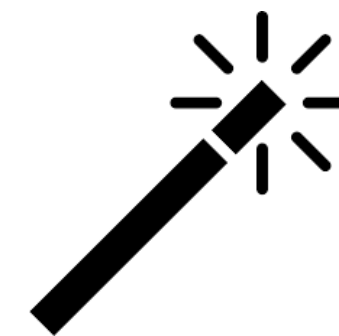
**Defend**

Backup in every  
professional circumstance



**Navigate**

Direction when the path  
forward is unclear



**Enhance**

Best practices and  
processes



**Prosper**

The success  
you've worked for



# Members are the foundation of Revenue Collective.

- > Vetted membership/Invitation only
- > VP-level or above
- > Long-term, relevant sponsors acting appropriately
- > No founders/CEOs/consultants
- > 7 global chapters and thoughtfully growing
- > Strong belief in diversity across function (marketing, sales, operations)
- > As well as gender (63/37% male/female breakdown)



OFFERING

DESCRIPTION

1. Instant Connection	Email or message any member 24 / 7
2. In-Person Gatherings	Quarterly dinners and meetings
3. Convening Power	A stable of available members willing to provide counsel on problematic business issues
4. Career Coaching/Negotiation Assistance	Access to industry benchmarks and other best practice data to navigate critical career moments
5. Talent Acquisition	Access to robust pipeline of candidates at all levels
6. Job Opportunities	For VP and above, globally
7. Tools + Information	Active Slack channels with templates, guides and more



Revenue Collec...  
Josh Mait NYC

Jump to...

All Threads

Channels

# enterprise

# executive\_jobs

# general

# jobs

# marketing

# mid-market

q1\_2019\_nyc\_class

# random

# tech\_stack

+ Add a channel

Direct Messages

Slackbot

Josh Mait NYC (you)

Sam Jacobs NYC

Apps

#enterprise

☆ | 👤 - | 🔖 0 | ✎ Add a topic

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮



Tuesday, April 16th




work. (edited)



Again - very high CAC but very high LTV

Yesterday


new messages

 **Douglas Freeman NYC** 12:51 PM  
Question gang - for a multi year agreement, has anyone ever built in specific builds in the product as a condition for the multi year agreement? Features not in product now, but that this client wants  
 4 replies Last reply today at 9:20 AM

 **Jeremy Seltzer NYC** 1:30 PM  
no -- i'd be really careful letting 1 client dictate your product roadmap...  
 1  1


 **Scott Schwartz NYC** 1:35 PM  
Agreed with Jeremy about being really careful about this. When we have a large customer who is looking for something above and beyond what we currently offer, we'll generally point them to joining one of our product advisory groups where they can help influence future roadmap items  
 1

Today

 **Dan Thompson NYC** 11:40 AM  
[@Scott Schwartz NYC](#) Do you include prospects in your product advisory groups or only customers? Right now, we have a Customer Advisory Board, but I've been thinking it could be useful to include non-customers as well, either as their own group or part of the CAB. Idea is that by including "outsiders" we could get a broader set of views.

+ Message #enterprise @ 😊



 Drive

+

New

My Drive

Computers

Shared with me

Recent

Starred

Trash

Storage

17.1 GB of 100 GB used

UPGRADE STORAGE

Search Drive

?

⚙

⋮

Shared with me > Sample Revenue Collective Consulting Materials 

👤

📁

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Name ↑	Owner	Last modified	File size
<div>📄</div> Consulting Sample SOW.docx 👤	Sam Jacobs	Apr 11, 2019 Sam Jacobs	33 KB
<div>📄</div> Copy of Sample CRO Diagnostic.pdf 👤	Sam Jacobs	Jan 18, 2019 Sam Jacobs	167 KB
<div>📄</div> Copy of The Revenue Collective Con... 👤	Andrew Lowitz	Feb 5, 2019 Dallas Hogensen	—
<div>📄</div> Copy of The Revenue Collective Con... 👤	Sam Jacobs	Dec 21, 2018 Sam Jacobs	131 KB
<div>📄</div> General CRO Diagnostic Dashboard ... 👤	Sam Jacobs	Apr 11, 2019 Sam Jacobs	—
<div>📄</div> RC Consulting Workshop 👤	Sam Jacobs	Apr 11, 2019 Sam Jacobs	—
<div>📄</div> Revenue Collective Consulting Servi... 👤	Sam Jacobs	Apr 7, 2019 Sam Jacobs	—



Verizon

8:27 AM

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Articles, posts & more...

Articles

Posts

Activity

Interests



**Kyle Lacy** • 2nd

Vice President of Marketing at Lessonly,  
We're Hiring!

1w • Edited

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Thanks to [Sam Jacobs](#) and all the founding members of the [Revenue Collective](#) for building a community that drives ultimate value for hundreds of revenue leaders across the country and world.

I joined two months (or so) ago and the group has been extremely impactful in my professional life. We even launched a chapter in Indianapolis! You cannot put a price on a community of people who have been there and done that... especially in the world of high-growth software.

Special shoutout to [Andrea Kayal](#) for extending the invite and [Jeff Reekers](#) [Alon Waks](#) [Rich Gardner](#) [Colin Brissey](#) [Justin Welsh](#) [Heather Teicher](#) [Jeremy Seltzer](#) e Tom Richardson Kyle Haran Collin Cadmus Ryan Donohue Justin Keller Brett McGrath Brandon Walker Emery Rosansky and Murph Krajewski (to name a few) for extending amazing advice.

Are you a revenue leader looking for a support group? :)  
Please drop me a line

50 Likes • 1 Comment





# Take control of your success.

Yourself

Your team

Your company

Your career

Your family

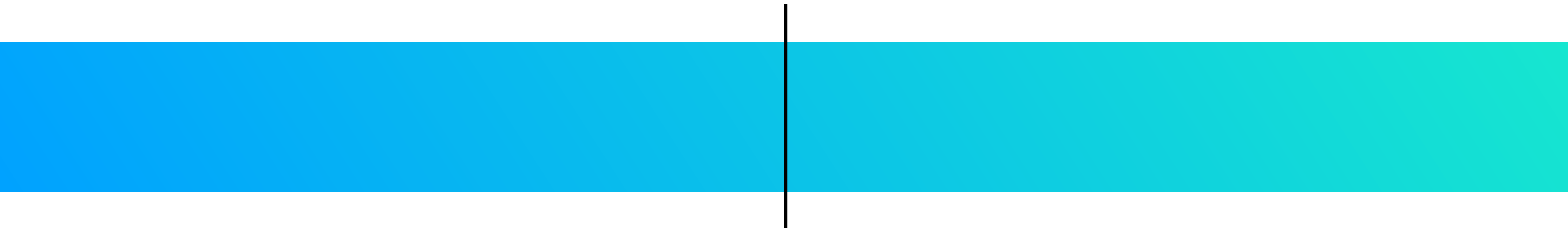
Your reputation



Revenue Collective is a private membership for high-growth operators who are looking to thrive in today's evolving business world.

Started by Sam Jacobs, Revenue Collective brings together leading operators at exciting companies around the world to form direct and honest relationships.

In short, it is the rare chance to find invaluable support from those in similar careers who actually want to see their peers succeed.





# Values

Direct

Practical

Personal

Helpful



A conceptual image showing a hand holding a glowing lightbulb, with a small plant growing from the base of the bulb, symbolizing growth and vision.

# Vision

Commercial growth operators, united by common principles, thriving around the world.



# Mission

To help members realize their professional objectives:  
the right job, the right compensation, a satisfying career.