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# AARON ROSS

LONDON  
SPEAKER  
BUREAU

- **Business growth and sales expert, best selling author of Predictable Revenue**



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Aaron Ross is the best-selling author of Predictable Revenue: Turn Your Business into a Sales Machine With The US\$100 Million Best Practices of Salesforce.com. Referred to as “The Sales Bible of the Silicon Valley,” the book has been No. 1 on Amazon’s telemarketing list for over 2 years.

Ross founded Predictable Revenue, a consulting company that helps b2b companies triple sales growth and create self-managing sales teams. He is also the founder of PebbleStorm, which is helping 100 million people “make money through enjoyment” by combining happiness and money.

## Topics

- Management
- Marketing
- Motivation
- Sales

Before Predictable Revenue and PebbleStorm, Ross was an EIR (Entrepreneur-in-Residence) at Alloy Ventures, a US\$1 billion venture capital firm. Prior to Alloy, at Salesforce.com, he created a revolutionary Cold Calling 2.0 inside sales process and team that helped increase Salesforce.com’s revenues by US\$100 million. He was also CEO of LeaseExchange, an online equipment leasing marketplace.

Ross graduated from Stanford University, and is an ex-Ironman triathlete and graduate of the Boulder Outdoor Survival School.