

Gartner®

Gartner CSO & Sales Leader Conference

May 20 – 21, 2025 | Las Vegas, NV
gartner.com/us/sales

Radical Change in the
DNA of High-Performing
Sales Organizations



Robert Lesser
Senior Director Analyst

Lead your sales organization with insights and innovation

In today's dynamic market landscape, the DNA of high-performing B2B sales organizations is undergoing a remarkable transformation. To thrive, CSOs and Sales Leaders must possess a deep knowledge of the changing components that define a truly world-class organization.

Gartner CSO & Sales Leader Conference 2025 is your gateway to mastering these transformative components. Attend the year's premier sales conference to learn how to lead a unified commercial function, leverage technological advancements to enhance productivity and collaborate with industry trailblazers and peers.



Gain insight you can trust:

The only sales conference shaped by data-driven research and thousands of annual conversations between Gartner experts and the sales community.



Strengthen your network:

Join a large and diverse group of sales executives at a conference that prioritizes meaningful interactions and powerful connections.



Validate your strategy:

Our global team of 30+ on-site experts help you create and validate your game plan using actionable insight based on our proprietary research and tools.



Connect with your peers:

- **Engage** with Gartner experts in one-on-one meetings and Ask the Expert sessions to get tailored guidance on your most pressing challenges.
- **Attend** interactive sessions, including workshops and roundtables, to discuss challenges and priorities with peers in a group setting.
- **Access** solution providers at the forefront of technology, all in one place.
- **Make** lasting connections with hundreds of sales leaders across industries and grow your network.

Explore our new and notable conference experiences



Role-based “spotlight” sessions

Tailored to the unique challenges and priorities of sales enablement leaders, sales operations leaders and heads of sales



Peer Meetups

Small-group, peer-led networking sessions allow you to share and learn from your peers, without Gartner facilitation.



Top 5 sessions

- Navigating 2025: Key Mid-Year Strategy Shifts for Sales Leaders
- Top 5 Commercial Threats CSOs Need to See Coming
- Leveraging AI to Drive Adaptive Strategy: Lessons From 3 Leading Organizations
- The True Economics of AI: Making Informed Investment Decisions
- What are AI Agents and What Do They Mean for Sales?

Who should attend

- Chief sales officers (CSOs)
- Heads of sales
- Chief revenue officers
- Chief growth officers
- VPs of sales enablement
- VPs of sales operations
- VPs of sales strategy
- VPs of learning and development
- Commercial operations leaders



Keynotes



Dan Gottlieb

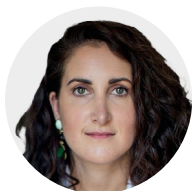
VP Analyst

Gartner keynote

Seizing the Moment: Transform Sales Organization DNA With Big Bets on AI and Talent

The DNA of top-performing sales organizations is rapidly changing due to shifts in technology, talent and information. Sales leaders must act fast to not only survive but also beat the competition. Explore the Gartner Opening Keynote to learn how leading sales organizations are using AI and talent strategies to win now and in the future.

Guest keynotes



Rahaf Harfoush

Digital Anthropologist
and Best selling
Author

Digital Zen: Mastering Well-Being in a Constantly Connected World

Reclaiming focus is crucial, necessitating a reevaluation of digital habits and the cultivation of digital well-being practices. This keynote addresses the impact of digital labor intensification and the psychological effects of doom scrolling on focus, deep work and mental health. Rahaf explores strategies for individuals and organizations to mitigate these challenges, promoting a balanced digital engagement. She offers actionable insights, including policies to reduce digital overload, encourage detoxes, and foster environments for focused work. Practical solutions for managing distractions, promoting mental health, and fostering a mindful digital culture are shared for both organizations and personal lives.



Keith Ferrazzi

Bestselling Author and
Executive Coach

The Future of Leadership Is Shifting to Teamship

In an era marked by rapid technological advancements and evolving workplace dynamics, traditional leadership models are being redefined. The future of leadership is moving away from the top-down, individual-centric approach towards a more collaborative, inclusive, and team-oriented paradigm—what we call “Teamship.” This keynote explores the transformative shift from leadership to teamship, where the emphasis is on collective intelligence, shared responsibility and fostering an environment where every team member’s voice is valued.

Plan your experience

Topics as of 13 March 2025, and subject to change

Agenda tracks

A	Redefine Sales Strategies to Drive Revenue Trends in buyer dynamics, evolving roles and market uncertainties necessitate a reevaluation of go-to-market strategies and sales models. This track focuses on adapting sales and GTM strategies with an emphasis on CSOs leading unified commercial approaches across their organizations. Join us to explore innovative approaches that empower CSOs and other leaders to architect the growth of their organizations.	<ul style="list-style-type: none">• Advanced sales GTM strategy and planning• Transformative sales leadership• Organization design for future-ready roles• Cross-functional alignment with impact
B	Transform Sales Process Execution to Accelerate Growth Evolving buyer behavior and disruption of conventional sales processes lead to missed revenue opportunities across both, new and existing accounts. This track guides CSOs and sales leaders on how to best acquire, retain and grow customers amid persistent market uncertainties.	<ul style="list-style-type: none">• Account management for retention and growth• Pipeline management strategies for winning new customers• Buyer insight and experience
C	Ignite Sales Productivity and Performance Ineffective training programs, suboptimal frontline management and inefficient onboarding pose significant threats to sales organizations ability to transform into a high performing machine. This track focuses on adopting high-performance approaches in upskilling, productivity and talent management to achieve revenue growth and operational efficiency.	<ul style="list-style-type: none">• Hiring and onboarding and retention• Training and development• Frontline management effectiveness• Performance management, compensation and recognition
D	Innovate With Future-Forward Operations and Enablement CSOs need to make bold investments in AI, which has opened up exciting possibilities along with new challenges. The key to success is developing AI-forward operations and enablement functions equipped with the right talent, processes and data. This track helps sales operations and enablement leaders evolve their functions to support the sales organizations with innovative approaches.	<ul style="list-style-type: none">• Sales operations of the future• Sales enablement of the future• Sales analytics and decision making• AI in sales and RevTech: Design, selection and adoption

“I thoroughly enjoyed Gartner CSO & Sales Leader Conference. It had great insights and deeper dives than most other conferences of the type. I particularly enjoyed the discussions on AI and its potential applications for the sales team.”

Leo Carlson, Norvado, Chief Sales and Marketing Officer

Interact with experts



Gartner one-on-one meeting*

This is an opportunity for you to consult with one Gartner expert of your choice in a 30-minute, one-on-one meeting.



Roundtables*

These sessions are moderated by Gartner experts for exchanging ideas and best practices with your peers.



Workshops*

These sessions are small-scale, interactive and led by a Gartner expert. This is your opportunity to drill down on specific topics with a how-to focus.



Ask the Expert sessions*

These topic-driven sessions provide a more intimate discussion forum and feature one Gartner expert and end-user peers posing questions.

Network with peers



The CSO Circle Program

The CSO Circle Program offers a curated experience intended for an organization's senior-most sales leader. Gain access to interactive networking and professional development sessions alongside a vetted peer group. An application is required.



Peer Meetups

These peer-led meetups allow sales leaders to share and learn from each other on pressing topics, without Gartner facilitators.



Networking receptions and lunches

Join an evening reception at the Exhibit Showcase where you can engage with your peers, Gartner experts and leading technology and solution providers in a relaxed setting, topics, without Gartner facilitators.

Meet solution providers

Exhibit Showcase

Use this interactive environment to gain insight from subject matter experts, explore new products and services and engage in peer-to-peer exchanges. Test-drive solutions and tackle immediate and long-term issues with the help of leading tech providers.

Evaluate your RevTech stack

Make well-informed investment decisions based on objective insight from Gartner case studies and thought leadership.



*Ask the Expert, roundtable, workshop sessions and Gartner expert one-on-ones have limited spaces available and require preregistration. Hurry, space is limited. CSO Circle Program sessions are for CSO Circle Program participants only; application and preregistration are required.

Exhibit Showcase

Premier



View All Exhibitors →

Exhibitor list as of 13 March 2025, and subject to change

Registration and pricing

Early-bird discount

Save \$500 on the standard rate when you register by March 21.

Early-bird price: **\$3,700**

Standard price: **\$4,200**

Public-sector price: **\$3,500**

Group Rate Discount

Accelerate learning and build a shared vision by attending as a group.

When you register as a team, receive complimentary registration(s)*:

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations
- 4 for every 10 paid registrations

For more information, email GlobalConferences@gartner.com or contact your Gartner account manager.

Proof of public-sector status required for verification. Price cannot be applied retroactively. "Public sector" definition: National government, state or local government, public administration.



Venue

Caesars Palace in Las Vegas

3570 South Las Vegas Boulevard
Las Vegas, Nevada 89109
United States

3 ways to register

Web:

gartner.com/us/sales

Email:

GlobalConferences@gartner.com

Phone:

1 855 761 9211

Visit gartner.com/us/sales or call +1 855 761 9211 for updates and to register.



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Join the conversation



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