

SPEAKER KIT

IAN MATTHEWS

VP Revenue Strategy, Planning & Performance

ENTERPRISE GTM ARCHITECT · REVOPS PRACTITIONER · KEYNOTE SPEAKER

Pioneer 30 RevOps Award Winner

Catalyst LP, Stage 2 Capital

26+ years in enterprise technology

Keynote speaker: RevOps Alliance · 6Sense Inspire · Everstage Northstar & more

ABOUT IAN

BIOGRAPHY

25 WORDS

Ian Matthews is VP Revenue Strategy, Planning & Performance at Teradata. Pioneer 30 RevOps Award winner. Catalyst LP at Stage2Capital. Based in London.

75 WORDS

Ian Matthews is VP Revenue Strategy, Planning, & Performance at Teradata, where he leads the global commercial operating system across strategy, planning, incentives, performance, and field sales operations for a \$1.5B ARR enterprise. A Pioneer 30 RevOps Award winner and Catalyst LP at Stage 2 Capital, Ian speaks regularly on building revenue operating systems at scale, AI's impact on GTM functions, and leading transformation in complex organisations. Based in London.

150 WORDS – FULL BIO

Ian Matthews is VP Revenue Strategy, Planning & Performance at Teradata, leading global teams across sales operations, GTM strategy, planning, incentives, performance and field sales operations. Over 25+ years he has built commercial operating systems that convert strategy into predictable execution. Most recently he unified Teradata's fragmented regional GTM into a single global engine, lifting seller productivity by double digit CAGR, then adapted for organisational transformation under a new CRO in just 7 weeks.

A Pioneer 30 RevOps Award winner and Catalyst LP at Stage2Capital, Ian is a regular keynote speaker on enterprise revenue operations, AI-powered GTM transformation, and building management cadences that drive accountability. His conference appearances include Everstage Northstar, the RevOps Alliance Summit & Festival, 6Sense Inspire, RevOps AF Europe, and The Customer Conference.

Ian holds a BEng in Electronic & Electrical Engineering from the University of Surrey. He is based in London and works remotely with global teams.

WHAT IAN SPEAKS ABOUT

SIGNATURE
TOPICS

01

THE REVENUE OPERATING SYSTEM

Most companies run their GTM as a collection of functions. The best ones run it as an integrated system where the quality of inputs determines the quality of outcomes. Ian shares the framework behind building a multi-domain commercial operating system across a \$1.5B ARR enterprise — from strategy and data foundations through execution to measurement. The cadence matters more than the dashboard.

KEYNOTE

30-45 MIN

02

AI IN REVOPS — A PRACTITIONER'S PERSPECTIVE

Not theory on how you could start, but real implementation with internal data as well as external sources. Learn how MCP servers, agentic AI workflows, and Claude-powered account intelligence were deployed across an entire customer base — cutting 24,000 hours of research while improving output quality. What worked, what didn't, and why most "AI in RevOps" advice misses the point.

KEYNOTE OR PANEL

30-45 MIN

03

TRANSFORMATION AT ENTERPRISE SCALE

How do you restructure a global GTM organisation in 7 weeks without breaking pipeline? How do you shift 1,000+ sellers to a new operating model when the strategy changes every year? Real-world playbooks from leading four major GTM transformations across two companies and three continents.

KEYNOTE OR WORKSHOP

FLEXIBLE

WHAT IAN SPEAKS ABOUT

MORE TOPICS

04

REVOPS IN THE AI ERA – ESSENTIAL OR OBSOLETE?

As AI automates traditional RevOps tasks, the function faces an identity question. The greatest opportunity RevOps has ever had — but only for leaders who redefine the role from operational support to strategic architecture. Drawing from leading a global commercial transformation and the broader enterprise landscape.

PANEL OR FIRESIDE

30 MIN

05

SCALING KNOWLEDGE & CONTEXT

AI lets sales teams generate significant volumes of data, analysis, and knowledge — from customer research to executive messaging. The challenge is that most of it is ephemeral, linked to a single user, and without curation, easily lost. How do you make sure the value created is usable by others? The problem, the architecture, and what actually works.

KEYNOTE OR WORKSHOP

FLEXIBLE

RECENT CONFERENCE APPEARANCES

Everstage Northstar · RevOps Alliance Summit & Festival · 6Sense Inspire · RevOps AF Europe · The Customer Conference EU

GET IN TOUCH

BOOK IAN FOR YOUR
EVENT

BOOKING ENQUIRIES

READY TO BRING
IAN TO YOUR STAGE?

Send your event name, date, format, and expected audience size. Ian is available for in-person and remote engagements worldwide, and is based in London.

EMAIL `ian@illogicaldata.com`

WEBSITE `illogicaldata.com`

LOCATION `London, UK – Available worldwide`

FORMATS `Keynote · Panel · Fireside · Workshop`