

ERIC HEINE: CEO

Eric brings 25+ years experience around Sales, IT, and Marketing from the consulting world, including stops at IBM, Bluewolf, KPMG, and Integra Consulting. He is now CEO at DoubleTrack.

His mission continues to be cutting through sales and marketing nonsense that hampers companies from \$5M to \$5B+ annual revenue from making business-critical mistakes that end up costing hundreds of thousands (if not more).

When away from work, Eric's a husband, father, and currently training up his family's newest puppy. Ask him about his time as a youth baseball coach or the Red Sox.



SUGGESTED TOPICS

- How sales has evolved over the last 20 years - and how it hasn't
- Best practices for investing in their CRM and related foundational technology
- The journey from delivery into sales - and then into leadership
- Salesforce then vs. now - looking at 15 years in this ecosystem
- How businesses get the basics of enterprise technology wrong

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SUGGESTED QUESTIONS

- ? What is Revenue Operations' impact on company go-to-market initiatives?
- ? What are primary differences between being a CEO, a VP, and/or a solo consultant?
- ? How has selling into enterprises changed over the last 5-10 years?
- ? How do you see selling evolving now?
- ? What lessons has the market failed to learn since CRMs became popular in the late 1990s?
- ? How can consultants grow their skills and aim for leadership-oriented positions within their company?
- ? What about the potential of AI makes you excited and/or fearful about the consulting industry's future?