

NEW YORK CITY

iRevLab

Co-produced by



SALES
EMPOWERMENT
GROUP
REVENUE. DELIVERED.

Building Your Center of Revenue Excellence

Unifying Data & Teams for Growth

An Executive Half-Day Rapid Learning Intensive

NOV. 6, 2025 | 11:30 AM - 4:30 PM

Adweek HQ | 71 5th Ave, 5th Floor | New York City

The Revenue Crisis Is Real



Across the digital economy, companies are facing a revenue crisis: growth rates have fallen 25% since 2020, customer acquisition costs are skyrocketing, and sales reps are spending only 21% of their time actually selling.

The traditional approach to revenue generation—with disconnected data, siloed teams, and manual processes—is no longer sustainable. The companies that will thrive are those that unify their revenue operations into **one integrated system and build and embed AI capabilities.**

RevLab NYC is where 40+ senior-level revenue teams come together to master this transformation. Co-produced by H2K Labs and Sales Empowerment Group, this intensive half-day workshop delivers the proven frameworks, real-world case studies, and actionable blueprints you need to build a unified Revenue Center of Excellence.



www.h2klabs.com/revlab

From Fragmentation to Unification



What Fragmentation Costs You:

- Only 30% of time spent selling - sales reps waste 70% on non-revenue activities
- Rising CAC ratios eating into profitability
- Disconnected data leading to missed opportunities
- Siloed teams working against each other
- 75% of enterprises missed 2023 revenue targets

What Unification & AI Deliver:

- 49% win rate on forecasted deals (vs. industry average of 15-25%)
- 30% reduction in go-to-market expenses
- 6X average revenue growth
- 2X more time for actual selling with AI enablement
- 8% quarterly revenue increase from sales enablement

Sources: Salesforce State of Sales Report, 2024 | Clari Revenue Leak Report, 2024 | Boston Consulting Group via Qwilt, 2024 | Sales Empowerment Group, 2025 | Ebsta, 2025



The Proven Path to Revenue Excellence

RevLab NYC brings together **two powerhouse organizations** with complementary expertise:



H2K Labs

H2K Labs powers **The Revenue Room™** - the only revenue operating system built for media, data-as-a-service, and experience-driven businesses to turn AI disruption into growth and enterprise value.

www.h2klabs.com

Sales Empowerment Group

SEG is the creator of the **RAISE** framework, which integrates a connected tech stack to accelerate AI maturity, and **Parabolic GTM**, which has delivered 6X growth for over 500 organizations.

www.salesempowermentgroup.com



Together, we will show you how to unify your revenue engine for accelerated sustainable growth.



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Your Transformation Journey

11:30 AM - 12:15 PM | Registration, Networking & Lunch

- Connect with peers facing similar revenue challenges

12:15 PM - 12:25 PM | Welcome & The Unification Imperative

- The state of revenue excellence today
- Your assessment results: Where you stand
- The transformation roadmap ahead

12:25 PM - 12:35 PM | RevOps Essentials

- Building the foundation for unified operations
- Breaking down silos between sales, marketing, and customer success
- Creating a single source of revenue truth

12:35 PM - 12:50 PM | The RAISE Framework

- Sales Empowerment Group's proven methodology for creating a unified AI-enabled tech stack across your organization
- Implementation roadmap for immediate impact

12:50 PM - 1:00 PM | The Revenue Room™ Framework

- H2K Labs' organizational design for unified teams
- RevOps team construct and structure
- Aligning incentives and accountability

1:00 PM - 3:45 PM | Interactive Working Sessions

This is where transformation happens. In facilitated small groups, you'll:

- Apply frameworks to your specific challenges
- Develop your unified revenue & AI blueprint
- Create your 90-day implementation plan
- Get expert guidance on obstacles
- Learn from peer solutions

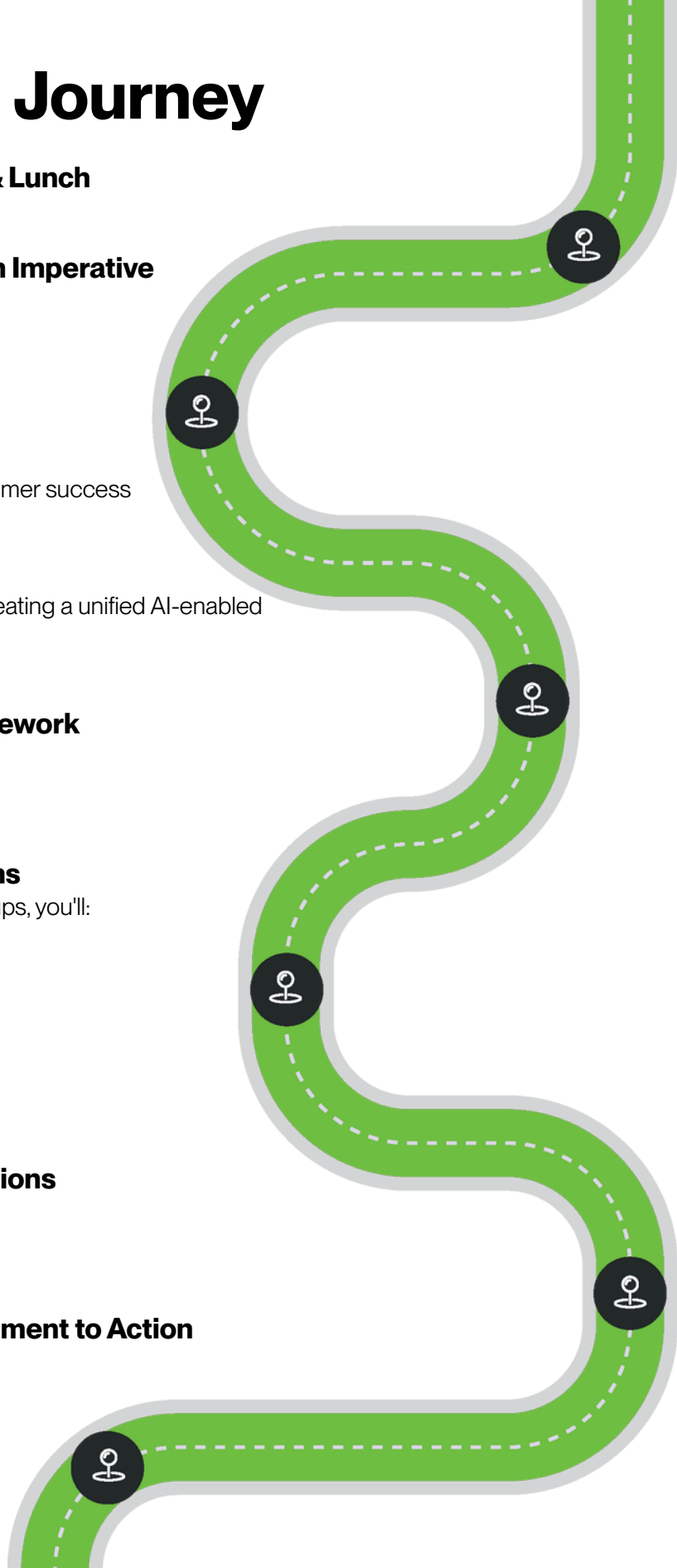
3:45 PM - 4:00 PM | Coffee Break

4:00 PM - 4:25 PM | Working Session Presentations

- Groups present their solutions
- Peer feedback and expert commentary
- Collective insights from diverse approaches

4:25 PM - 4:30 PM | Closing Remarks & Commitment to Action

- Key takeaways and next steps
- 90-day support overview





Who Should Attend

RevLab NYC is exclusively for senior executives ready to transform their revenue operations:

- C-Suite leaders transforming revenue models
- Chief Revenue Officers seeking competitive advantage
- Chief Sales & Commercial Officers driving data-driven revenue performance
- Chief Marketing Officers aligning with revenue goals
- Revenue Operations Leaders building unified systems and predictive analytics
- Private Equity Operating Partners accelerating portfolio value

Your Profile:

- ✓ Responsible for revenue growth and transformation
- ✓ Experiencing the pain of fragmented operations
- ✓ Ready to invest in systematic change
- ✓ Committed to breaking down silos
- ✓ Seeking proven frameworks, not theory

What You'll Take Away



Immediate Deliverables:

- Revenue Excellence Playbook with 8 comprehensive chapters
- RAISE Framework implementation guide
- Revenue Room™ organizational blueprint
- AI Maturity Assessment results and roadmap
- 90-day action plan customized to your business

Ongoing Support:

- 3 monthly one-hour Q&A sessions with RevLab faculty
- Private RevLab NYC community for continued collaboration
- Implementation resources and templates
- Direct access to transformation experts

Proven Outcomes:

Based on implementations across 500+ organizations:

- Accelerated pipeline velocity through unified revenue operations and AI-powered insights
- Compressed sales cycles by aligning marketing, sales, and customer success teams
- Increased team productivity with AI enablement that doubles selling time (from 21% to 43%)
- Scalable revenue growth through integrated go-to-market strategies and data-driven decision making

The AI-Powered Advantage



Sales reps spend only 21% of their time on actual selling activities, but AI-enabled performers can raise that to 43%—more than doubling selling time.

(Ebsta, 2025; supported by Salesforce/HubSpot research).

Companies deploying generative AI for content creation have achieved 20–30% cost reductions in content production, as well as significant ROI gains.

(Boston Consulting Group, 2025).

Organizations adopting AI-driven demand generation tools have seen up to 85% organic traffic growth and a 32% increase in targeted keyword rankings in just six months.

(LinkedIn case study, 2025).

AI-powered sales enablement solutions have delivered a 25% boost in sales productivity within months of implementation.

(Salesforce, as cited by SuperAGI, 2025).

Your Investment in Excellence

RevLab NYC Attendance:

Revenue Room™ CXO Members:

Complimentary: Included in your membership benefits

Revenue Room™ CXO Colleagues: \$395

Bring your key lieutenants to ensure alignment

Non-Members: \$495

Full access to all materials and ongoing support



Group Discounts Available

Special pricing is available for groups of 3 or more.

Capacity is limited to 40 executives to ensure meaningful interaction and personalized attention.

Register Your Team Today



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Why Now?

The Market Won't Wait

Every month you delay unification costs you:

- Market share to AI-enabled competitors
- Revenue from inefficient operations
- Top talent seeking modern organizations
- Opportunities hidden in data silos

The Inflection Point Is Here

With CAC ratios climbing and growth rates declining, the companies that will win are those that:

- Unify data into actionable intelligence
- Align teams around shared goals
- Leverage AI to amplify human capability
- Build scalable, repeatable systems

RevLab NYC gives you the blueprint, tools, and network to lead this transformation.



Register Today



Join 40 Senior Executives Who Are Ready to:

- Transform fragmentation into unification
- Turn data chaos into revenue intelligence
- Align siloed teams into one revenue engine
- Build the AI-powered organization of the future

Register Your Team Now

General Inquiries: marketing@h2klabs.com



www.h2klabs.com/revlab

About the Producers



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H2K Labs is the force behind Revenue Room™ CXO, the first and only revenue transformation platform uniquely designed for the media, data, and experience economy. Built by operators for operators, H2K Labs has created more than just a consultancy- they have built a continuous operating system that transforms how revenue-critical executives drive growth.

Through Revenue Room™ CXO, H2K Labs unites entire C-suite teams, not just individual leaders, into unified, AI-ready growth engines. Members gain access to battle-tested playbooks, collective intelligence from peers, and exclusive experiences like RevvedUP and RevLab. As AI reshapes every aspect of business, H2K Labs recognizes that only unified teams will survive and thrive—making their approach to revenue transformation more critical than ever.



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Sales Empowerment Group is the architect of Parabolic GTM™—an integrated go-to-market approach that has driven over \$2B in revenue growth for more than 500 companies. Their proven RAISE methodology doesn't just optimize individual functions; it creates a connected AI-powered platform that accelerates growth across marketing, sales, talent, training, and technology.

With certified organizations achieving 6X average growth rates and sales teams spending twice as much time actively selling, SEG has established itself as the definitive leader in revenue transformation. Their unique combination of strategic frameworks, AI integration, and hands-on implementation support makes them the trusted partner for organizations ready to break through revenue barriers and achieve sustainable, scalable growth.



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“RevLab NYC far and away exceeded my expectations. The content was strategic and rich with action plans and takeaways we will immediately implement.”

- Mike Carlucci, COO, Clarion Events, NA

“RevLab DC was an outstanding event for our organization. It gathered top industry professionals who shared in-depth insights into their companies’ journeys toward data monetization. The speakers’ transparency and collaborative spirit were truly inspiring. We walked away with valuable knowledge and practical use cases that will undoubtedly help us enhance our own data monetization strategy.”

- Laura Taylor, COO, Naylor Association Solutions

“I attended RevLab NYC and was pleasantly surprised by how relevant the content was to me. As a Chief Product Officer, I am well versed in the needs of data and strong KPIs to systematically improve your product and grow your userbase. But I was less aware of how the same tactics and strategies can be used to empower your internal sales force and GTM strategy. My company, and so many others like us, have untapped opportunity to grow sales and improve our clients’ success by taking a data-driven approach to revenue management.”

- Nino Tasca, Chief Product Officer, Northstar Travel Group

Register Today