



**Matt Dixon** is Chief Product & Research Officer of the Austin-based AI and machine learning venture, Tethr. In this capacity, he has responsibility for product strategy, product management, and product marketing.

Prior to joining Tethr, Matt was a Senior Partner and Global Head of Sales Force Effectiveness Solutions at Korn Ferry Hay Group and, before that, held numerous global leadership roles in research, product development and management for CEB, now Gartner.

A seasoned business researcher, Matt has been involved in dozens of original quantitative and qualitative research studies on topics ranging from customer experience strategy to customer service and sales effectiveness. His first book, *The Challenger Sale: Taking Control of the Customer Conversation* (Penguin, November 2011), was a #1 Amazon and *Wall Street Journal* bestseller and has sold nearly a million copies worldwide and has been translated into a dozen languages. *The Challenger Sale* has won acclaim as “the most important advance in selling for many years” (SPIN Selling author Neil Rackham) and “the beginning of a wave that will take over a lot of selling organizations in the next decade.” (Business Insider).

Matt is also a frequent contributor to *Harvard Business Review*, having been published more than twenty times in both HBR’s print and online editions. Among his noteworthy HBR articles are “Rethinking Customer Service” (forthcoming, November-December 2018), “Kick-Ass Customer Service” (January- February 2017), “Dismantling the Sales Machine” (November 2013), “The End of Solution Sales” (July-August 2012) and “Stop Trying to Delight Your Customers” (July-August 2010). His two most recent books are *The Effortless E...*

## Testimonials

“We loved Matt, and his presentation was a fantastic way to start off the conference. We had a number of requests for his slides and many speakers referenced his remarks throughout the conference.”

- VP, Communications Audiovisual and Integrated Experience Association (AVIXA).

“We had over 40+ speakers at our event and Matt rated the highest by our executive audience. He’s mastered the science and art of selling and is able to deliver his message in an engaging and clear fashion.”

- VP of Growth, InsideSales.com .

**Matt Dixon**

## Speech Topics

- Sales
- Peak Performance
- Customer Experience
- Change
- Business Motivational
- Branding

