



Chief Executive Officer Growth Forum

SBI's Chief Executive Officer (CEO) Growth Forum brings together industry leaders to shape the future of B2B go-to-market strategies and discover new ways to drive unforgettable growth. This dynamic, roundtable-style session with market-leading CEOs yields highly valuable peer-to-peer benchmarks and advice.

Meeting Insights - February 2025

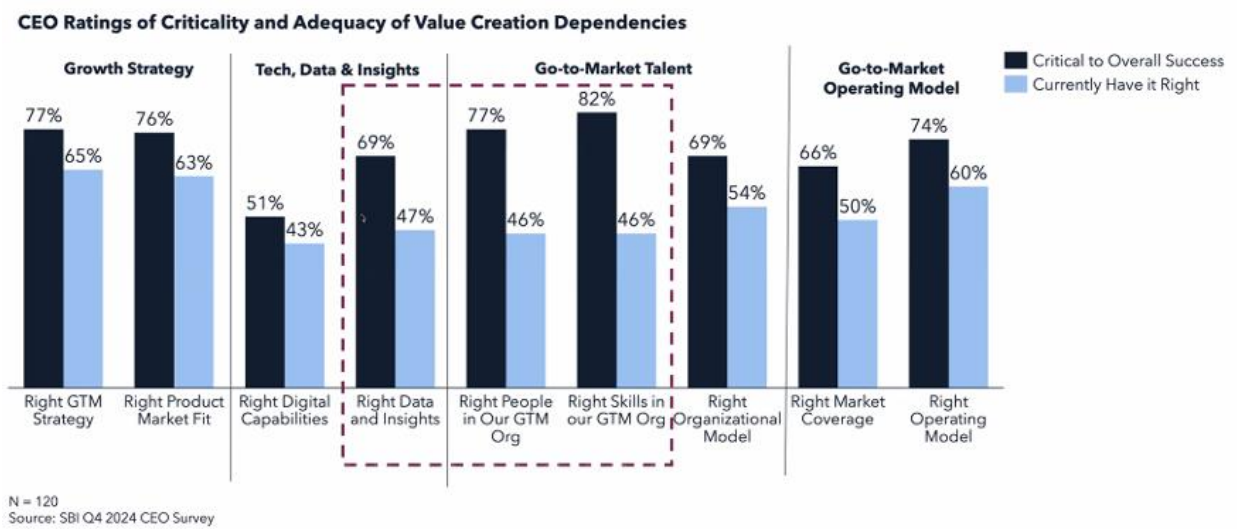
The February 2025 CEO Growth Forum focused on market direction, data quality, and using artificial intelligence to improve commercial performance. This note summarizes highlights from the discussion.

Market sentiment ranges from “we’ve had an incredibly fast start” to “cautiously optimistic.”

The broader economic environment remains uncertain, but some have been able to grow quickly in the first months of the year. Others noted that while smaller deals are moving, big deals continue to be slow to convert. CEO's relative emphasis for the year on growth vs margin expansion is largely a function of who their private equity sponsor is, and/or the overall maturity of their business.

Confidence in GTM data is low, despite high recognition of its importance.

SBI's surveying finds fewer than half of CEOs have confidence in their data and insights. The group expressed increased awareness that AI should be used not only to analyze data, but also to validate overarching business strategies. However, they thought things would be farther along by now.



The biggest point of exposure with data is velocity of response to market signals.

“What am I not doing that will impact my growth rate because others are capturing it faster?”

CEOs focused on a critical gap that comes from a lack of good data: the amount of time between when an opportunity presents itself and when they see it. Are they lagging in reacting to a market shift, a warning sign of trouble ahead, or unseen potential for significant upside?

How you aggregate your data and where you put it matters.

While AI presents an opportunity to accelerate data hygiene and analysis, CEOs still grapple with translating their data into actionable decisions. Some are finding success by focusing on building platforms that enrich data on top of and in conjunction with the CRM. They query into Power BI, for example, rather than Salesforce, to allow them to bring together more data sources and build custom charts for faster decisions. The work then becomes about standardizing their models. Key to this has been starting with targeted analytics initiatives (e.g., establishing a robust way to analyze contracts) and then building out from there.

Complement centralized databases with the AI capabilities built into the tech stack

CEOs are using the capabilities of tools like Gong and Clari to be able to view customer feedback at scale through their summaries. Or they develop robust account briefings by aggregating multiple data sources into secure LLMs.

Success in 2025 will require a blend of data-driven decision-making, strategic adaptability, and a commitment to execution. AI will be an enabler of greater productivity, but only when organizations are able to align their strategies, operating models, and people to make effective use of the data and tools available.

“I have so many tools that all **claim** to integrate and deliver intelligence, but **we have yet to identify true insight** from them.”