**Stephen Hurrell**

**Director of Research, Office of Revenue**

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**Short Bio Description:** Over three decades of experience and leads the software research and advisory at ISG in the expertise of Office of Revenue for buying and selling processes and applications.

**Full Bio:** Stephen leads the expertise in the Office of Revenue and guides leaders in the applications and technology for buying and selling products and services to maximize revenue. His topics of coverage include digital commerce, partner management, revenue management, revenue performance management, sales engagement and subscription management. Stephen’s diverse technology experience spans over 30 years, including leadership roles heading up product strategy across a range of data-driven applications in sales enablement, financial reporting and planning, and billing and monetization platforms. Stephen was General Manager at InsideSales.com where he managed the C9 Analytics business, VP of Product and AI strategy at RecVue, and held roles at Oracle, Exigen, and Aviso. Stephen earned his BS in Economics from the London School of Economics.

**Summary:** Stephen Hurrell leads the Office of Revenue software research and advisory expertise at Ventana Research, now part of ISG and guides leaders in the applications and technology for buying and selling products and services to maximize revenue. His topics of coverage include digital commerce, partner management, revenue management, sales engagement, revenue performance management and subscription management.