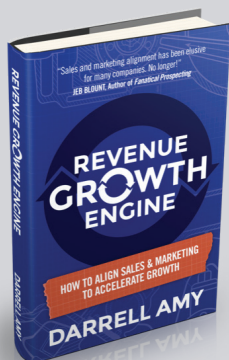




DARRELL AMY

Revenue Growth Strategist, Best-Selling Author,
and Keynote Speaker

Key Focus: On a mission to help great companies grow revenue



Darrell Amy tackles two of the biggest challenges sales leaders face today -- aligning marketing and sales and executing an effective outbound attack to fill the top of the funnel.

Mike Wienberg
bestselling author

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Darrell knows how to help businesses grow. Rolling up his sleeves, he works behind the scenes with executives, sales leaders, and marketing professionals to develop and execute revenue growth strategies. He knows what works and what doesn't, and he is sharing this information in his new best-selling book *Revenue Growth Engine: How To Align Marketing and Sales to Accelerate Growth*.

Over the past 27 years, Darrell has been a leader in sales and marketing, giving him a unique perspective on sales and marketing alignment. In sales, he has trained over 1,000 salespeople and developed training programs for multiple Fortune 500 companies. Since 2004, he has also led a marketing agency, helping companies leverage the latest digital marketing strategies.

As a member of the Forbes Business Council and the C-Suite Network Advisors team, Darrell advises executives on ways to grow. He co-founded Convergo, a firm that helps companies align marketing and sales to drive growth. Darrell is the host of the Revenue Growth Podcast and the co-host of the Selling From the Heart Podcast.

As a board member of several non-profit organizations, Darrell is especially passionate about helping companies increase revenue so they can give back to their communities and impact the world.

SUGGESTED INTRODUCTION:

Today's guest is passionate about helping great companies grow revenue. He's the author of the best-selling book *Revenue Growth Engine, How To Align Sales and Marketing To Drive Accelerate Growth*. He's the host of the Revenue Growth Podcast on the C-Suite Radio Network and the co-host of the *Selling From the Heart* podcast. He's a member of the Forbes Business Council and a C-Suite Advisor. As a Revenue Growth Strategist, he gets behind the scenes, rolling up his sleeves to help company owners, sales leaders, and marketing teams build revenue growth strategies. Welcome to the show, Darrell!

INTERVIEW TOPICS

- How companies can adjust their marketing and sales strategies to succeed in the post-COVID economy
- The law of exponential revenue growth
- How to set aggressive but realistic growth goals
- What companies can do to finally achieve marketing and sales alignment
- Why inbound marketing may not be the best strategy for many B2B companies - and the better alternative
- The two most important metrics for B2B companies to gauge success

