
Aaron Ross



Aaron Ross is the best-selling author of *Predictable Revenue: Turn Your Business into a Sales Machine With The US\$100 Million Best Practices of Salesforce.com*. Referred to as “The Sales Bible of the Silicon Valley,” the book has been No. 1 on Amazon’s telemarketing list for over 2 years.

Ross founded Predictable Revenue, a consulting company that helps b2b companies triple sales growth and create self-managing sales teams. He is also the founder of PebbleStorm, which is helping 100 million people “make money through enjoyment” by combining happiness and money.

Before Predictable Revenue and PebbleStorm, Ross was an EIR (Entrepreneur-in-Residence) at Alloy Ventures, a US\$1 billion venture capital firm. Prior to Alloy, at Salesforce.com, he created a revolutionary Cold Calling 2.0 inside sales process and team that helped increase Salesforce.com’s revenues by US\$100 million. He was also CEO of LeaseExchange, an online equipment leasing marketplace.

Ross graduated from Stanford University, and is an ex-Ironman triathlete and graduate of the Boulder Outdoor Survival School.