



MASTERSHIP IN

REVENUE ARCHITECTURE

SAM WARREN

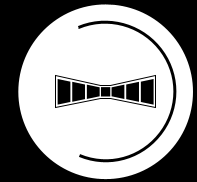
This individual has demonstrated mastery of the fundamental principles of recurring revenue, illustrating how the models interconnect to create a unified operating system, and effectively applying them to revenue organizations to drive sustainable growth across the entire customer journey.



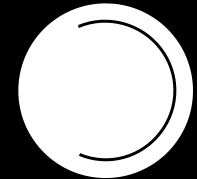
JACCO VANDERKOOIJ
FOUNDER



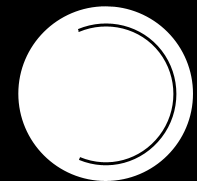
DAN SMITH
CHIEF LEARNING OFFICER



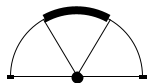
REVENUE ARCHITECTURE
Mastery of the fundamental principles of recurring revenue, and application of the core models to the entire customer journey.



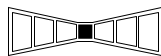
BOWTIE ANALYTICS
Proven skill in transforming and analyzing data to inform business analysis, within the framework of industry benchmarks.



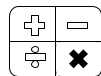
INSIGHT ENGINEERING
Demonstrated expertise in data analysis and insight generation to address GTM challenges and drive executive-level decisions.



MODEL 01
REVENUE MODEL



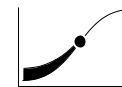
MODEL 02
DATA MODEL



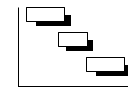
MODEL 03
MATHEMATICAL MODEL



MODEL 04
OPERATING MODEL



MODEL 05
GROWTH MODEL



MODEL 06
GTM MODEL