

**Warwick launches the Sales Excellence Hub  
Akeron is the technology Partner**

**London, March 22<sup>th</sup>, 2024** - Warwick Business School (WBS) announces the launch of the "[Sales Excellence Hub](#)" a Lab for sales leaders, salespeople and related professionals who want to discuss priorities, exchange knowledge between their peers whilst exploring research and practice to define how to improve all sales roles and their daily business life.

The Sales Excellence Hub is led by Warwick Business School, partnering with the Institute of Sales Professionals and [Akeron](#) as the technology partner.

We collectively aim for the Sales Excellence Hub to become the primary knowledge transfer hub for sales managers and sales professionals in the UK, connecting sales professionals with leading researchers and thought leadership.

*"Knowledge exchange between research and practice is vital, during these sessions we focus on how sales organizations can achieve sales excellence by managing critical challenges and adapting to transformations of the sales function", comments Nick Lee, Professor of Marketing, WBS.*

*"The activities of the Sales Excellence Hub, will include the dissemination of academic knowledge into practice, the identification and investigation of current challenges in sales practice, and the connection of sales managers and other sales professionals with academic researchers. I'm sure that these activities will contribute to a better understanding of how sales organizations achieve sales excellence, and to the professional training and development of salespeople", continues Prof. Lee.*

*"We are proud to be the technology partner of the Sales Excellence Hub, sales is a critical profession to drive company results, and the exchange between research and practise is fundamental to continuously increase the culture and the role of the office of sales" comments Manuel Vellutini, Co- CEO of Akeron. "In all that, we play an important role: we leverage cutting-edge technology with extensive research and professional expertise, to continually enhance our solutions."*

*"Nowadays technology contributes to the company success; in Akeron we are lovers of innovations and innovation for us means not just technology but also the capacity to listen to the market and bring the sales culture into the software itself, and the Sales Excellence Hub it's a great place to be to increase our software culture", continues Manuel Vellutini.*

The Sales Excellence Hub launched on the 29<sup>th</sup> February, 2024. During the first event, WBS had the pleasure of engaging with Akeron at the River Restaurant, Savoy Hotel in central London. During this meeting WBS proposed and discussed different topics, nowadays considered core discussions in the office of sales. Such as how AI will change the sales landscape, the importance that data has when empowering salespeople to do their job correctly and, the role incentive compensation management plays in empowering the sales organisation to success.

The room was filled with likeminded people coming from prominent companies across different industries, who decided together the calendar and topics for the rest of the year with the aim to continue to educate and enhance the world of sales.

Events will be taking place throughout the year, places are limited, to explore the Sales Excellence Hub and submit your interest, [click here](#).

---

### **About Akeron**

*Akeron ([www.akeron.com](http://www.akeron.com)) develops Enterprise Software to drive growth and enhance business performance efficiency. With headquarters in Lucca, Italy, and offices in Paris, London, and New York, Akeron serves over 570 clients of all sectors and sizes, including Lavazza, Intesa Private Banking Group, Amadori, Prada, Segafredo Zanetti, Mutti, Rummo, Randstad, and many others.*

### **About Warwick Business School**

*Warwick Business School offers some of the best business programs in the UK and the world. It welcomes students, faculty, staff and corporate partners who embody the values of Change Maker and are passionate about making a difference in business and beyond. A leading university business school in Europe, developing ideas and people who can transform the way we do business.*

### **Press Contact**

Akeron: [press@akeron.com](mailto:press@akeron.com)

Warwick Business School: [press@wbs.ac.uk](mailto:press@wbs.ac.uk)