



CRO School

Offering a holistic approach to scalable sales, predictable forecasting, and revenue growth.



What to expect from CRO School.

CRO School is an 8-week live program designed to boost your skills as a sales leader and forge new connections with other revenue leaders.

You'll learn how to:

Create a scalable sales process with effective systems and clear success metrics.

Forecast revenue accurately using both qualitative and quantitative methods.

Develop and execute strategies for marketing, customer success, and partnerships to drive revenue.

What makes CRO School stand out.

There are many programs to learn about becoming a leading CRO, but here's why Pavilion stands above the rest.

Built by CROs, Not theorists.

Get field-tested strategies from operators who run nine-figure revenue engines today.

Board-level impact in just 8 weeks.

An intensive sprint that respects your calendar and delivers the insight needed to excel within a quarter.

Own the Whole Revenue Engine

Align Sales, Marketing, CS, and P&L under one data-driven playbook—start to finish.



"CRO School is an incredibly efficient way to ensure your go-to-market and leadership skills are sushi knife sharp! Once you graduate, you will contain a skill set that very few have, which sets you apart from everyone around you. **Goodbye MBAs and hello CRO School.**"

Ben Dietz
President & GM @ Mintel



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about Pavilion



CRO School's 8-week syllabus

Please note; our syllabus is subject to change. To get the most up to date information, enroll in the Pavilion Member Hub.

1. The Role of the CRO

Learn how to prioritize your time, set and pivot strategy, build scalable systems and processes, and confidently operate as a key leader on the executive team and board.

Led by: Russell Mikowski, CEO of SurePeople

July 10; 1 – 2:30 pm ET

2. Building a World-Class Management Team

Develop leadership principles, structure a high-performing team, and refine your hiring process to build a strong management foundation.

Led by: Stephanie Valenti, Vice President of Sales, Accounting at BILL

July 17; 1 – 2:30 pm ET

3. Developing a Theory of Enterprise Value

Define your leadership style, identify team gaps, and implement a structured hiring and development approach to build and inspire a high-performing management team.

Led by: Kiva Kolstein, CRO of AlphaSense

July 24; 1 – 2:30 pm ET

4. Forecasting and Financial Modeling

Learn how to craft a clear, data-backed narrative of your business's potential using unit economics, market analysis, and personal insight to drive predictable, sustainable growth.

Led by: Sam Jacobs, Founder & CEO of Pavilion

July 31; 1 – 2:30 pm ET

5. Scaling the Inside Sales Machine

Understand when to scale and implement the right people, processes, and planning to drive predictable, repeatable revenue growth.

Led by: Andrea Kayal, CMO of Help Scout

August 7; 1 – 2:30 pm ET

6. Foundations of Marketing Leadership

Establish a marketing strategy that aligns with business goals, supports cross-functional success, and maximizes budget efficiency.

Led by: Sam Selvin, Global Senior Vice President of Customer Success of AlphaSense

August 14; 1 – 2:30 pm ET

7. Storytelling with Data

Learn to contextualize data, uncover deeper insights, and communicate key takeaways that drive executive decision-making.

Led by: Cassie Young, General Partner at Primary Venture Partners

August 21; 1 – 2:30 pm ET

8. Foundations of Customer Success

Define the customer journey, optimize team roles, and build cross-functional relationships that enhance customer experience and revenue.

Led by: Rick Smolen, CRO of ShipHero

August 28; 1 – 2:30 pm ET



"Indeed, Pavilion has been pivotal into my transition from Individual Contributor to Sales Leader and CRO. **CRO School** has helped cement my 20+ years of selling software and SaaS plus I had the enlightenment from the Revenue Architecture course from Winning by Design!"

Sebastien Daune
Chief Revenue Officer @ Flatchr



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