



Tim Matanovich
President and Founder



More About Tim

Tim Matanovich founded Value and Pricing Partners in '10, and has led consulting and development engagements with Salesforce.com, Informatica, Nikon and many others. Previously Tim was VP of Strategic Pricing and Value for a \$500M Software and Services Company. Tim also has experience as a Senior Consultant and led market strategy and pricing engagements with companies on 5 continents.

Tim has published numerous articles and his book, Profitable Technology Services Pricing, has been endorsed by 20 leading executives and academics. Tim has been an adjunct faculty member at the Institute for Study of Business Markets at Penn State and the Center for Services Leadership at Arizona State.

Mr. Matanovich's Speaking Topics

- * **Creating Differentiated Field Service Offers for XaaS**
- * **Value Driven Channels in the XaaS Era**
- * **Rethinking Field Services through the Lens of Strategic Pricing**
- * **Discounting in a Subscription Environment: A Bad News, Good News Story**

