

## Introducing the Revenue Enablement Society

*Amongst the Tides of Change in Enablement, SES Becomes RES*

SAN DIEGO, CA – October 5, 2023 – At their October 2023 SES Experience in San Diego, CA, the Sales Enablement Society announced its name change to the Revenue Enablement Society (RES). As enablement continues to evolve as a strategic anchor for revenue teams, the Revenue Enablement Society and its members remain a part of that evolution. The name change cements the organization's commitment to their mission to elevate and evolve the enablement profession.

During the announcement, The Executive Board reinforced that enablement professionals have reached an inflection point where enablement is evolving into more than supporting sales organizations. RES believes that by opening up the profession from strictly Sales Enablement to a broader focus of Revenue Enablement, the change will demonstrate the true depth and breadth of their global members' collective work. The organization emphasized to its attendees that the power of enablement does not begin and end with sales but runs throughout the full customer journey, partnering closely with Go To Market leaders, while often working collaboratively with Chief Revenue officers on a common goal.

The Executive Board announced that the name change for the organization will be effective immediately. The organization's new branding and website will be released by the end of Q1 2024.

RES's mission is to educate and elevate its members and the Enablement profession. To learn more about the Revenue Enablement Society, you can visit their website [here](#).

### **Revenue Enablement Society**

*The Revenue Enablement Society (RES) is a non-profit volunteer organization focused on elevating the role of Revenue Enablement in organizations worldwide through engagement, communication, research, and development.*

*Founded in 2016 with five founding members, the RES has grown to more than 11,000 members with chapters across the globe. Members represent all areas of the sales enablement community – practitioners, suppliers, industry experts, and academics.*