

# A TRUE **THOUGHT LEADER'S** MARK ON B2B

*Honoring Industry Trailblazer  
Matt Senatore of SiriusDecisions*



**ABM**  
*In Action* ➤

SPECIAL ISSUE

# A TRUE THOUGHT LEADER'S MARK ON B2B

Anytime a disruptive new category emerges onto the scene to up-end traditional practices, the business community turns to industry experts to help guide them through a sea of change. After account-based marketing exploded in B2B four years ago, Matt Senatore quickly stepped up as something of a “sherpa” the marketing community relied on to help sort through a new set of technologies, tactics and metrics.

Like many influencers in the B2B space, I knew of Matt before I got the chance to know him; I had read his research and heard him speak on quite a few webinars before meeting him in person. It's not uncommon for highly sought-after industry analysts to be a little stand offish, so given Matt's role as the leader of SiriusDecisions' Account-Based Marketing service, I was expecting him to have a bit of an ego.

I was pleasantly surprised to find just the opposite. Matt welcomed and enjoyed conversing about the industry. Rather than coming off as condescending in any way or having all the answers, he was eager to ask questions and constantly looked to learn from different perspectives in the industry.

The other refreshing thing I noticed about Matt from our first meeting, and went on to appreciate during many other conversations, was that he easily moved beyond business conversations and was eager to talk about sports and music and ask about your family. He was quick to share stories about his three daughters, Mia, Emma and Reese.

At *Demand Gen Report* and *ABM in Action*, we were fortunate to work closely with Matt, who was a regular speaker at our B2B Marketing

Exchange event. Matt was not only a great contributor to those events in terms of the content he presented, but also in terms of being an active participant in the community-building at those events.

When Matt passed away unexpectedly earlier this year, we felt the short news item we published on *Demand Gen Report* did not justify the mark he left on the community, specifically in helping to define and mold ABM's presence as a core component of B2B marketing.

So with this special issue, we gathered some thoughts and insights from folks in the industry to reflect on the impact Matt had on them and their work. We were fortunate to have former colleagues, clients and others share their perspectives, and hope this collection of quotes will help frame the type of person Matt was and the impact he had on a transformational category.

We'd also like to remind folks in the industry who are interested in honoring Matt and his work, that memorial contributions can be made to the Susan Fund, an organization that rewards education scholarships to survivors of childhood cancer. Matt was a recipient of one of their scholarships many years ago and showed his gratitude by serving on their board. **Donations can be made online at: <https://thesusanfund.org/make-a-donation/gift-donations>.**

**ANDREW GAFFNEY**  
ABM IN ACTION



“

I have known Matt for 19 years; we worked together at Peppers & Rogers Group many years ago as 20-somethings trying to find our way in the professional world. We remained close after I left in 2001 and always talked about working together again, particularly as this tiny company I joined started to become a real thing. That time came in 2013.

Since then, everyone at SiriusDecisions grew to know the Matt I knew — his authenticity, his caring nature, his intellect, his humor. He cared so deeply about his clients, his colleagues and the community that surrounded him. His mission was always the same: others before you.”

**TONY JAROS**

PRESIDENT & CHIEF PRODUCT OFFICER (SIRIUSDECISIONS),  
FORRESTER

“

Matt was an analyst and service director at SiriusDecisions. He had previously worked at Peppers & Rogers Group and Pepsi, and brought a fresh new perspective to SiriusDecisions.

Matt was the most positive person I know. You would see him in the coffee room with a huge smile on his face. His positive attitude was infectious, his sincerity was obvious and he wore the love for his work on his sleeve. That same person was there for his clients and the people he managed.

As SiriusDecisions grew, we ourselves had to add ABM techniques to our marketing mix. Matt was our advisor. He was always there for advice to the marketing staff. It was like we just gave someone a new toy to play with — he would grin from ear to ear that we took his advice and put it into action.”

**JOHN NEESON**

CO-FOUNDER/FORMER CEO, SIRIUSDECISIONS

“

Matt taught me many things about ABM, and gave me the confidence and motivation to be an innovator in the space.”

**KRISTEN NOVAK**

ACCOUNT BASED MARKETING MANAGER,  
NATIONAL INSTRUMENTS



“

I remember how supportive Matt was. He would come to my presentations, tweet his support, and say ‘Hello’ whenever he saw me. He was someone who valued relationships and worked hard at getting to know people.”

**CHARM BIANCHINI**

VP OF GROWTH MARKETING, LEANDATA

“

Matt wasn't just the nicest guy in ABM, he might have been the nicest guy in all B2B. He was just a warm, friendly person who truly believed that the right path in business was for everyone to win.”

**PETER ISAACSON**  
CMO, DEMANDBASE

“

Matt always encouraged me to think harder and work smarter, but not to take myself and my work quite so seriously every second of the day.”

**JOHN STEINERT**  
CMO, TECHTARGET

“

Matt is one of the few forward-thinking people who shaped my views of what I preach and write about marketing.”

**SANGRAM VAJRE**  
CO-FOUNDER, TERMINUS



“

Matt has contributed greatly to progressing ABM in B2B marketing. As one of the recognized leaders in ABM, he has evangelized and led the movement of this important strategic movement. He will be recognized as one of the important marketing contributors of our time.”

**KELVIN GEE**

SR. DIRECTOR OF MODERN MARKETING  
BUSINESS TRANSFORMATION, ORACLE



“

Matt knew the marketplace well. He had a good understanding of what value prop the different players offered and was always able to help us pinpoint our unique value prop within a complex ecosystem. Matt was a great resource to help us shape our business strategy, and ensure we are focused on the things that continue to make us successful.”

**SONJOY GANGULY**

CHIEF PRODUCT OFFICER, MADISON LOGIC





**“ On a professional level, one thing I remember most about Matt is how client-focused he was and how passionate he was about helping his clients achieve their individual ABM goals. On a personal level, I got to know Matt and we used to trade stories about our children and, for lack of a better word, trade best practices on how to support and teach our children how to grow and learn in a positive environment.”**

**GEORGIE WHITEHURST**  
VP OF SPONSORSHIPS  
(SIRIUSDECISIONS), FORRESTER



“

Matt was instrumental in creating the ABM movement and helping B2B sales and marketing teams adopt ABM. His impact on clients and the industry was significant and will be remembered.”

**LATANE CONANT**  
CMO, 6SENSE



“

Stop and think about those few people you know, perhaps not really deeply, where they stand out in your mind. This doesn't happen often, perhaps a few people during your time on earth. They're different; they possess a set of traits that make them memorable — truly good people. That was Matt.”

**MARK OGNE**  
FOUNDER & CEO, ABM CONSORTIUM

“

When we put together our first ‘Business Case for ABM’ E-Book in 2016 — when ABM was still new — Matt was the first to send us an approved quote. It said: ‘Building a successful ABM practice requires proper planning, alignment, communication and a substantive change in mindset.’ That was true then, and it’s still true now!”

**MANI IYER**

CEO, KWANZOO, INC.

“

By bringing ABM ‘birds of a feather’ together, Matt helped me see that there are many right ways of doing ABM. Simply put, Matt helped me to be a better ABM marketer.”

**TRACEY STONE**

SENIOR MANAGER OF  
ENTERPRISE MARKETING  
PROGRAMS, TABLEAU



**“ I worked with Matt for several years at SiriusDecisions. What I remember most about him is his passion for being a dad and his love for his daughters. He spoke a lot about them — what delighted him about their personalities, his hopes for them, how much he enjoyed just being with them.**

**I hope that as his daughters read this collection one day, they understand how much of their dad’s care for them stood out and was a defining feature of his existence. It’s a truly special thing to be loved like that.”**

**AMANDA MORROW JENSEN**  
VP OF CLIENT INTEGRATION,  
FIDELITY INVESTMENTS



“

Matt lead a brilliant workshop on ABM for CMOs in EMEA. He knew ABM like nobody else. He was a brilliant presenter and brought ABM to life in every interaction. You always went away feeling ABM was the #1 priority for all businesses!”

**CAROLINE BRIGHT**

SVP OF MARKETING, RICOH



“

Matt was a good reminder about how bringing your full self to work not only lifts others up, but makes you an invaluable resource to your business. He is irreplaceable.”

**TONNI BENNETT**

DIRECTOR OF SALES, TWILIO





“ In 2004, I was working at 1to1 Media with Matt. About six months into my tenure, I developed a rare and dramatic form of leukemia that landed me on the critical list for the better part of a 35-day hospital stay. But I made it. When I came back to the office, he was the first person I saw, and I didn’t know him that well, but he was warm, welcoming and seemed to get the nerves and the anxiety I had. Around noon, he came into my office with a big framed picture with DETERMINATION printed on it.

‘This was in my office,’ he said. ‘I think it would be better in yours.’

I’ll never forget that.”

**JOHN GAFFNEY**  
HEAD OF COMMUNICATIONS, DAILYPAY, INC.

“

Life is short and having friends like Matt make it memorable and fun. I will certainly miss him.”

**SANGRAM VAJRE**

CO-FOUNDER, TERMINUS

“

Matt brought great energy and passion to his work ... and it was infectious. That's a great example to set and to give to the people around you. He did so with flair.”

**AMANDA**

**MORROW JENSEN**

VP OF CLIENT INTEGRATION,  
FIDELITY INVESTMENTS

“

His genuine curiosity is a reminder, still, to not only listen, but continue to drill deeper and deeper when in conversation. Being in a conversation with Matt always made me feel heard and that what I was saying was truly interesting to someone else.”

**MATTHEW GINGERICH**

VP OF SALES, BOMBORA





“

Profoundly sorry to learn Matt Senatore passed. My heart goes out to the Senatore family. Knowing how he treated those around him, I know he was a wonderful son, brother and father.”

**MARK OGNE**

FOUNDER & CEO, ABM CONSORTIUM

“

Matt will be missed tremendously in our marketing community. Thank you for sharing him with us.”

**NICK BHAVSAR**

FOUNDER, BHAVSAR GROWTH CONSULTING



**“ A couple of years ago, our company was struggling to get brand recognition in the ABM category. I shared my concern with Matt in a passing conversation. He took the time to circle back with me, offering both encouragement as well as advice. It’s made all the difference to our business.”**

**ANDRE YEE**  
FOUNDER & CEO, TRIBLIO



“

Personally, Matt has taught me to have such a positive attitude about life and cherish and love every moment with your children.”

**GEORGIE WHITEHURST**

VP OF SPONSORSHIPS  
(SIRIUSDECISIONS),  
FORRESTER



“

Matt provides a tremendous reminder of how we should strive to help folks professionally while being ourselves personally.”

**NICK BHAVSAR**

FOUNDER, BHAVSAR GROWTH CONSULTING



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**At a SiriusDecisions conference, Matt began his presentation as he typically does, with a story. He talked about how he took his family on a road trip, but his daughters were acting up and he lost his temper with his youngest girl. She started to cry. ‘I know, Father of the Year, right?’ he joked. But he recognized that he should have known better. His point of the story was to know your audience, but I always remembered that story because of the personal nature of it. That’s when I knew Matt was a devoted father.”**

**KELVIN GEE**

SR. DIRECTOR OF MODERN MARKETING  
BUSINESS TRANSFORMATION ORACLE



**“Walt Whitman said, ‘Keep your face always toward the sunshine — and shadows will fall behind you.’ Matt lived by this. He may not have been on this Earth very long, but he lived life and cherished every minute of it.”**

**JOHN NEESON**

CO-FOUNDER/FORMER CEO, SIRIUSDECISIONS





Developed by the publishers of *Demand Gen Report*, *ABM in Action* is the go-to source for real-world perspectives from actual B2B practitioners.

Based on the positive response of the initial *ABM in Action* E-zine, the brand has since been expanded to include a broad menu of case studies around core topics, such as:

- » Messaging;
- » Advertising;
- » Measurement; and
- » Orchestration.

In addition to a broad menu of insightful case studies, readers also have access to prescriptive insights, models and best practices from top analysts, consultants and agencies.

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Memorial contributions can be made to the Susan Fund.  
Donations can be made online at:

[https://thesusanfund.org/make-a-donation/gift-donations.](https://thesusanfund.org/make-a-donation/gift-donations)

