

AI Keynote Speaker on Sales Shane Gibson to Headline ChannelNext Calgary, October 23–24, 2025

AI Driven Sales and Business Growth Strategies for the IT Channel

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/EINPresswire.com/ -- The role of artificial intelligence in sales is no longer a future concept. It is shaping the way teams sell, serve, and grow right now. This fall, the ChannelNext Conference in Calgary, Alberta (October 23–24, 2025) will bring together innovators from across the technology channel to explore what comes next.

One of the event's highlights will be a keynote from Shane Gibson, a globally recognized [AI keynote speaker on sales](#) and founder of [The Professional Sales Academy](#). His session, "From AI Tools to an AI Growth Mindset: AI-Driven Channel Sales and Business Growth Strategies for 2025 and Beyond," will dive into how Managed Service Providers and sales organizations can move beyond experimentation to long-term transformation.

"AI isn't here to take your job; it's here to change how you do it," says Gibson. "Sales leaders who combine emotional intelligence with the strategic use of AI will outperform those who rely only on old playbooks."

Julian Lee, Founder of ChannelNext, shares a similar perspective. "AI is already redefining how MSPs attract and engage customers. Shane brings a rare mix of experience and foresight that helps our audience translate these big ideas into clear next steps."

During his keynote, Gibson will unpack strategies that help channel leaders and AI MSPs:



AI for Sales Keynote Speaker Shane Gibson

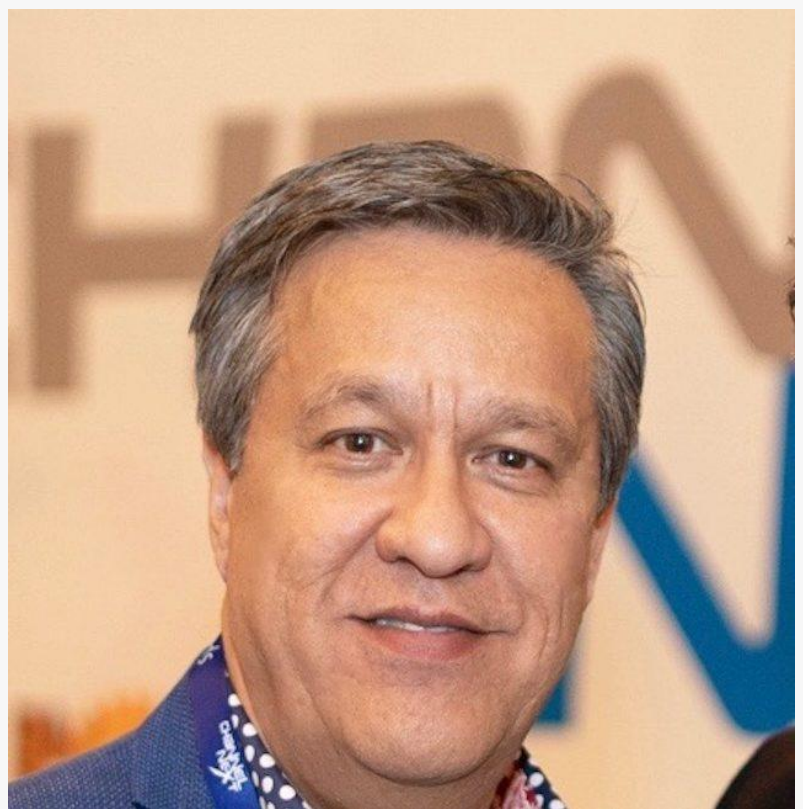
Build a growth mindset around AI adoption rather than chasing trends

Rethink sales playbooks to align with data-driven decision-making

Use AI tools to strengthen prospecting, forecasting, and customer engagement

Develop AI-enhanced teams that blend technology with genuine human connection

Now entering its third decade, ChannelNext remains Canada's leading platform for MSPs, IT consultants, system integrators, and vendors looking to future-proof their business models. More details and registration information can be found at ChannelNext.ca



Julian Lee President and CEO of TechnoPlanet / ChannelNext

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“You only need to experience one keynote from Shane Gibson to understand it's impact... off the charts as he demonstrated how AI can be leveraged into the sales process! Mind-bending!”

”

– Julian Lee, Publisher
eChannelNews

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Shane Gibson, Founder, The Professional Sales Academy

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