|  | Barika Pace  Director of Research,  Office of Revenue,  ISG Software Research  Phone: 248 941-1978  Email: barika.pace@isg-one.com |
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| Signature traits | Revenue Technology Strategist. CRM Innovator. Research and Advisory Leader. |
| What she does at ISG | Barika Pace leads ISG’s research on CRM and Revenue Technology within the Office of Revenue practice. Her work explores how organizations align people, process, and technology to drive revenue growth. She covers the evolving ecosystem of CRM, Revenue Operations (RevOps), Revenue Intelligence, Partner Relationship Management (PRM), and subscription and commerce platforms. Barika helps enterprises and technology providers optimize their customer and revenue lifecycles through trusted, research-based insights. |
| Past achievements  for clients | Barika brings over 20 years of experience guiding CMOs, CIOs, and CROs through digital and revenue transformation. She is a sought-after speaker and regularly featured at industry events.  Barika Pace previously served as Vice President and Team Manager at Gartner, where she led a global team of analysts and advisors focused on helping C-suite executives drive profitable growth. Prior to her promotion, Barika advised technology providers on innovation and product strategy.  At General Electric, she held leadership roles in both GE Digital and GE Capital, where she drove product and go-to-market strategy for subscription-based SaaS offerings. Her work consistently aligned product innovation with revenue growth and operational excellence. |
| Career highlights | * Women in Technology Insight Award * Featured writer in Future CIO and Channel Futures * Information Age Editor’s Choice Award * Michigan Distinguished Technology Fellow * Volunteer at Golf Fore Kids and Black Girl’s Code |
| Education & credentials | Graduate Certificate, Harvard University  M.A., Wayne State University B.A.  Michigan State University |
| What you will appreciate working with her | Barika integrates market intelligence with technology and revenue expertise to help enterprises modernize engagement, align go-to-market teams, and scale revenue operations. An industry-recognized leader, she brings strategic clarity and focus to organizations competing in the digital economy. |