

Rocketlane Announces Propel26 Conference to Help Professional Services Leaders Navigate the 'Outcome Era'

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Rocketlane, the Professional Services Automation (PSA) and client onboarding platform, has announced Propel26, its flagship two-day, in-person conference for Professional Services and implementation leaders. The event will take place on 13-14 May 2026 in San Francisco and will bring together senior PS leaders from high-growth technology and services companies.

Propel26 centres on what Rocketlane describes as a defining shift for the industry: the transition into the *Outcome Era*. As AI adoption accelerates, Professional Services teams are being asked to move beyond traditional measures such as utilisation, margins, and billable hours, and instead take accountability for delivering clear, measurable customer outcomes.

"In an AI-first world, Professional Services is no longer about executing a predefined scope efficiently," said Srikrishnan Ganesan, CEO of Rocketlane. "It's about ensuring customers actually realise the value they were promised. Consultants and implementation leaders will increasingly orchestrate outcomes, delegating execution to AI where possible, while focusing human expertise on value discovery, alignment, and impact. Propel26 is about helping leaders make that shift."

From Intelligent Delivery to Outcomes

Building on last year's Propel25, which introduced the idea of the *Intelligent Delivery Organisation*, Propel26 moves the conversation forward to explore what happens once intelligence and automation become baseline capabilities.

The conference agenda will examine:

- How AI is reshaping implementation and delivery across SaaS, enterprise software, and services organisations
- Why traditional Professional Services success metrics fall short in an outcomes-driven environment
- The rise of new roles focused on value engineering, outcome design, and customer impact
- How AI agents can take on executional and administrative work, freeing teams to focus on strategy and value realisation
- Practical frameworks for ensuring customers achieve the business outcomes they were sold, not just a successful go-live

Through keynotes, practitioner-led sessions, peer discussions, and real-world case studies, Propel26 aims to provide a practical blueprint for navigating this industry transition.

A Peer Community for PS Leaders

Attendees will also benefit from Rocketlane's emphasis on peer learning and open exchange. "What sets Propel apart is the quality of the conversations," said Stacey Potzka, VP of Operations and Implementations at Actable. "You're learning from peers who are facing the same challenges around AI, delivery, and outcomes, and who are willing to share what's actually working."

Propel26 is designed for Professional Services leaders, implementation heads, and delivery professionals responsible for guiding customers through complex transformations and redefining how services teams operate. The event will also feature the Golden Comet Awards, recognising teams that demonstrate excellence, customer impact, and future readiness in Professional Services.

"Propel has always been about creating space to think beyond today's constraints," Ganesan added. "This year, that means helping teams move from managing work to engineering outcomes, because that's where the future of Professional Services is headed."

More information about Propel26 is available at www.rocketlane.com/propel.

Image credit: Rocketlane