



SCALING SMARTER

How Rubrik's MOps Team Automated the Chaos

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rubrik

ARR Growth

(FY22-FY25)



List uploads

Database
Health

Martech

Slack
ad-hocs

Account
Matching

Lead
Routing

Lead
Scoring

Segmentation

Talent

List Pulls

Board Slides

"Strategy"

Privacy Laws

Campaign
Operations

Attribution requests

ELT Updates



PROBLEM STATEMENT

We are expected to fuel business **growth and innovation**, yet do so with constrained resources, increasing complexity, and on faster timelines.



My job is to just say

YES



CONFESSION OF A TICKET TAKER



So, how can we *drive* when we
are just saying YES?

Innovation as a Process

Work on the business, not in the business

STEP 1

Determine your **current state** of affairs.

—
This is where you start tracking everything.
Use any system you can get your hands on.

STEP 2

Choose Problem & Design the solution.
Make sure everyone is onboard (leadership & your team)

—
If you're a leader, this is where you need to start laying the foundation of air-cover for your team.

STEP 3

Build the solution and start your automation journey.

—
If you have budget, here's a time when it can be helpful

STEP 4

Track and measure progress. If working, begin re-allocating resources.

—
Rinse and repeat.

Our example.



STEP 1

1 Identify the Problem



~50%

of someone's day was
spent on answer slacks
#mops-help



2

STEP 2

Design
the
Solution



asana

2

STEP 2

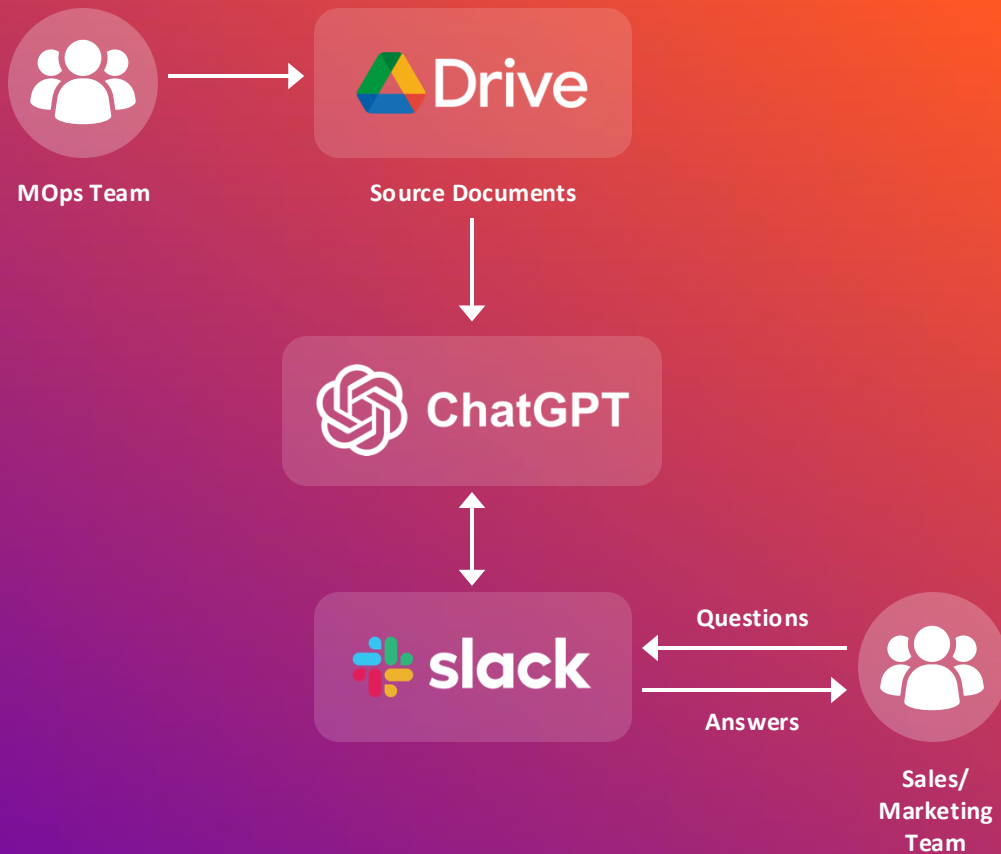
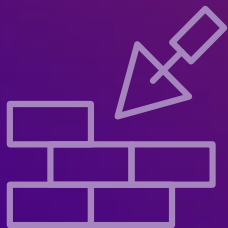
Design
the
Solution



3

STEP 3

Build the Solution



STEP 4

4

Track & Measure Progress



Action

Resources re-allocated to new projects with additional capacity

Results

Reduction of time spent on chat → now <10% of day on answering #mops-help questions

Next steps

Continue to review performance of chatbot and refine as needed

Work Mix-Shift

Unoptimized

Ticket requests

Innovation

Shifting Allocation to More Optimized

Ticket requests

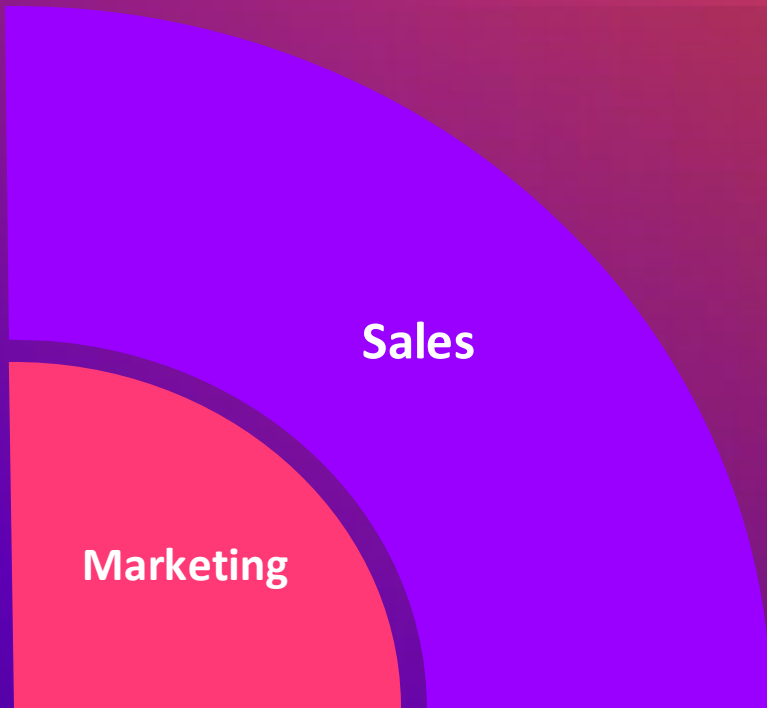
Innovation

Optimized

Ticket requests

Innovation

Upcoming work → Scale to enable Sales team



List of strategic projects

- MQL and Pipeline Forecasting
- Lead Routing
- Persona Mapping
- Outbound Prioritization
- AI Personalized Outbound
- Dynamic Lead Scoring
- Waterfall Enrichment
- Account Based Funnel

The background features a vibrant gradient from deep purple on the left to bright orange on the right. Large, semi-transparent geometric shapes, including triangles and polygons, are layered across the background. A thin, white, hand-drawn style oval is centered horizontally, enclosing the text.

Thank you