



# RevOps: The Ringmaster of the Circus



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# Evolution of the Mops team

Mops 1.0



Mops 2.0



Mops 3.0



Entry-level  
order takers



Highly-skilled  
order takers



Strategic  
consultants



# STEP 1

**Define and align with the North Star**

Build a roadmap that aligns to company goals



## STEP 2

# Take a product management approach to Ops

Define stakeholder needs aligned to company goals

Evaluate cost, features, and value of the tech stack

Rinse and repeat



# STEP 3

## Build and empower your Ops team

Campaign ops

Data architect

Technologist

Analytics

Budget and planning

Product & project  
management



# Impact-first framework:

## The art of smart prioritization

- Do you have a **Ops roadmap** that is **aligned to your business goals**?
- Which task has the **maximum impact**?
- What is your **TCO (total-cost-of-ownership)** for this project?
- What are your **must-have's vs. nice-to-have's**?
- The **sinking boat paradigm**: Are you plugging the hole or just bailing water?





**If you only  
learned  
three things  
from this  
session...**

- 1** Define and align with the North Star, aka, company goals
- 2** Take a product management approach to MOps
- 3** Empower and grow your ops team by taking a consultative approach to stakeholder management and using smart prioritization framework



# Now empower your customers: The GTM teams

## DELIVERABLES

Consulting  
Enablement  
Insights  
Support  
Self-service  
Budget  
Marketing plan



## FUNCTIONS

Product management  
Technology management  
Campaign operations  
Data operations  
Analytics  
PMO

