

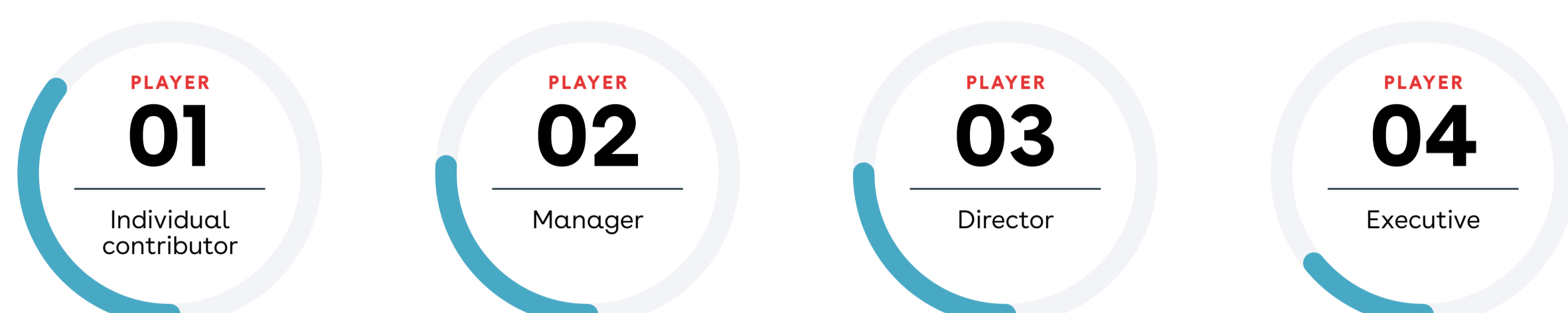


Level up your RevOps career

In partnership with RevOps Co-op

Conga and the RevOps Co-op surveyed 90+ RevOps professionals to gain insight into their career paths. Follow along, see where you're at, learn how to score points, and level up!

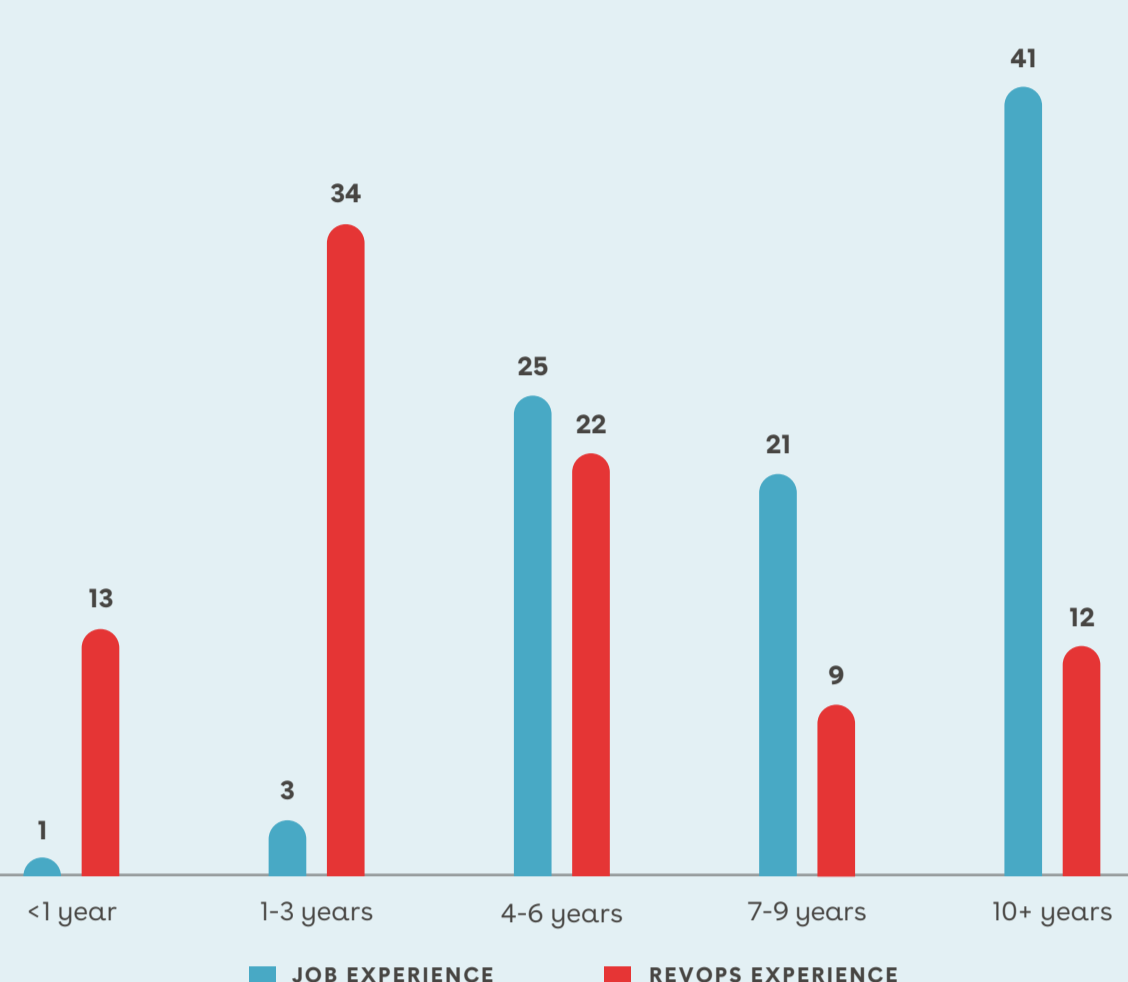
Team selection: What's your current job level?



ROUND ONE

Total experience vs. RevOps experience?

How many years you've been working vs. how many years you've been in revenue operations



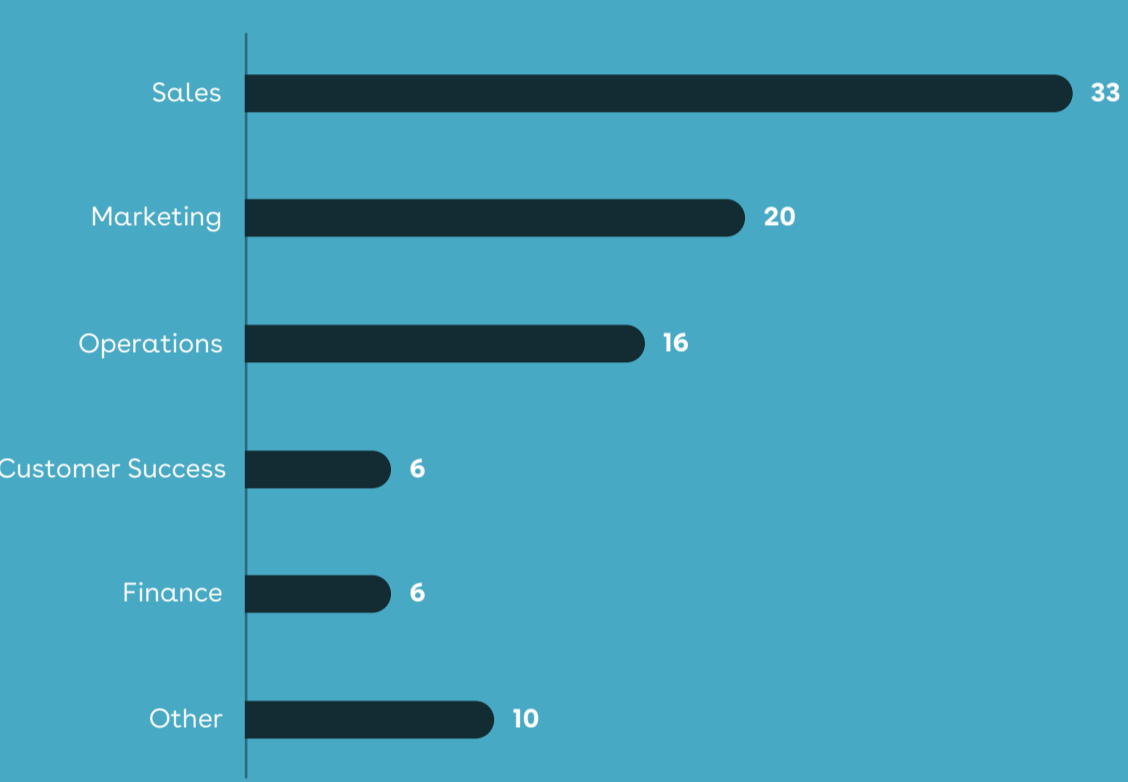
TAKEAWAY

New to RevOps? You're not alone! Just a little experience? You're already ahead of the game! This is an emerging field. **45%** of respondents are 10+ years into their career, but only **13%** have 10+ years of RevOps experience. And, the greatest concentration of RevOps experience is in the **1-3** year bucket.

ROUND TWO

Job experience

What background did you have before you got into RevOps?



TAKEAWAY

While most respondents have a sales background, the experience of RevOps professionals is diverse. Director-level respondents were most likely to have a sales background. Executives, managers, and individual contributors all had varying experience. So, whether you previously focused on sales, marketing, finance, etc., just jump in! It's most important to have the right mindset.

Bonus points: Try shadowing key positions in departments you don't have a background in to truly understand the processes and pain points.

ROUND THREE

Business initiatives by level

When you think about your current initiatives, what business goals do they best align with?



TAKEAWAY

Different job levels are focused on different business goals, and the goals become bigger picture at higher job levels. Looking at top focus areas, individual contributors are focused on process improvement, better data management, and systems efficiency. Managers have the same focus areas with the addition of creating predictable revenue. Directors are focused on process improvement, creating more predictable revenue, and GTM efficiency. Executives care about GTM efficiency and CAC reduction / optimizing spend.

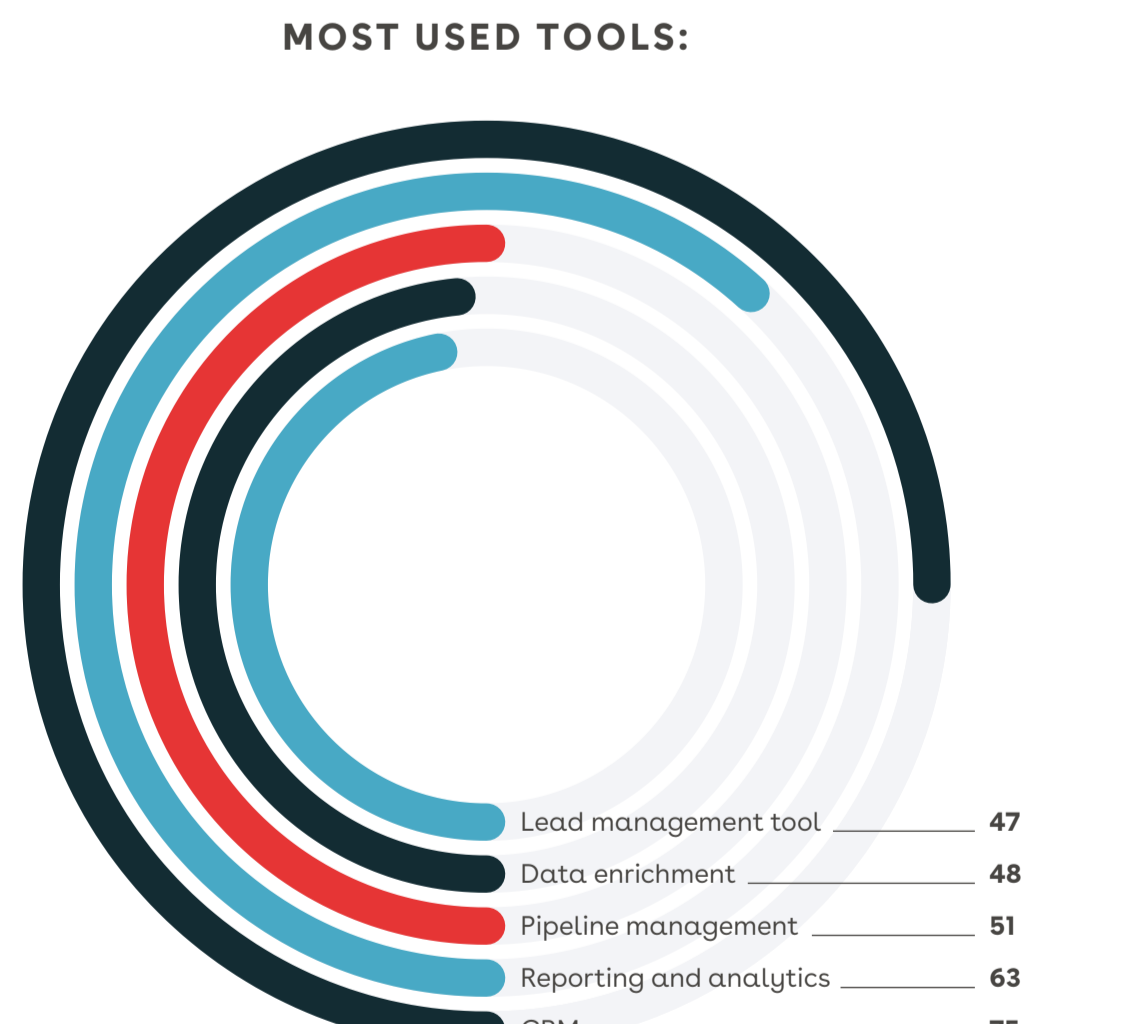
Bonus points: Get involved in initiatives based on the next level up. Individual contributor? Start thinking like a manager and how your systems can create more revenue predictability.

FINAL ROUND

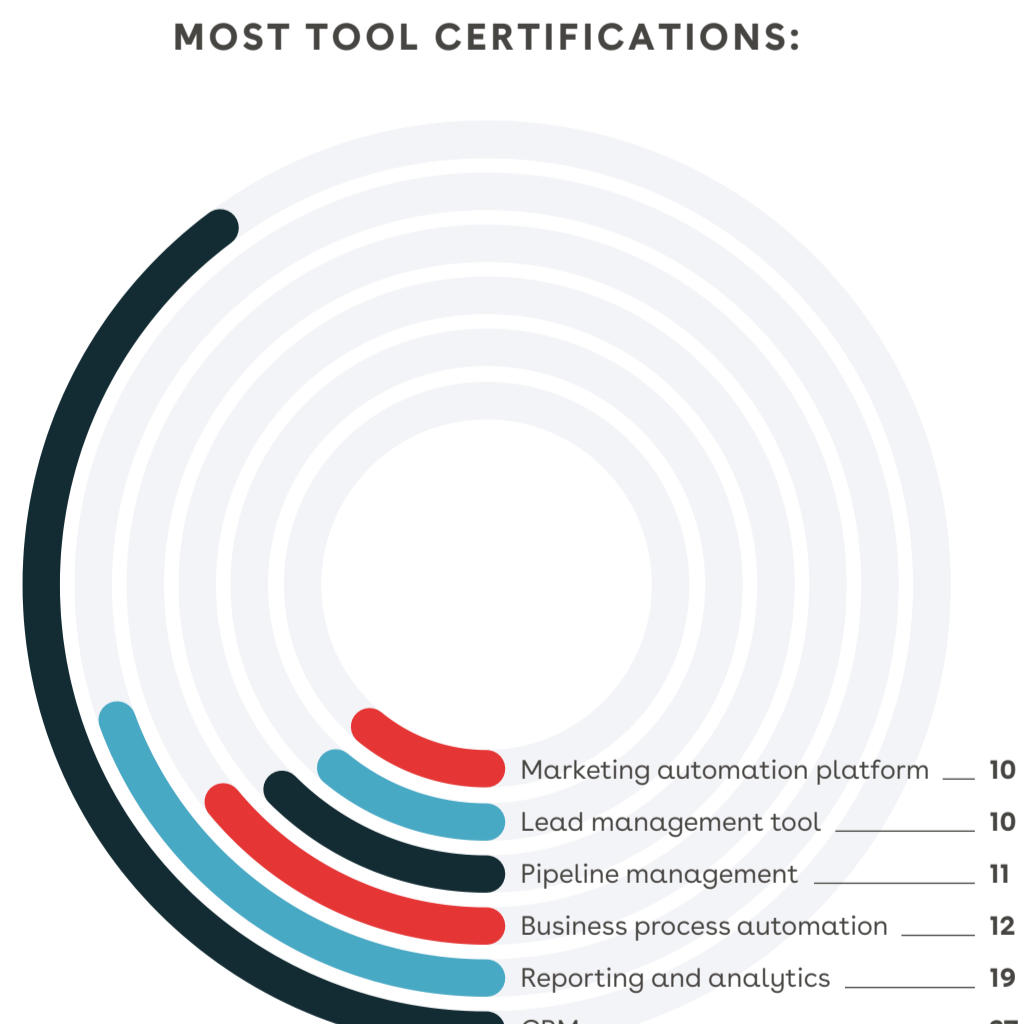
Tools to take you to the top

What technology do you use in your current position and do you have any formal training or certifications?

MOST USED TOOLS:



MOST TOOL CERTIFICATIONS:

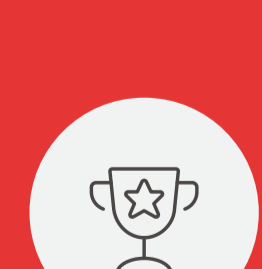


TAKEAWAY

Regardless of job level, respondents reported using CRM the most and reporting and analytics tools second. The third most used tool varied based on job level.

- Individual contributors - pipeline management
- Directors and Managers - data enrichment
- Executives - lead management and CPQ (tied)

Bonus points: If you're looking for more formal training, prioritize these tools and areas to start working your way to the leaderboard.



Winner!! Winner!!

What is the biggest contributing factor to getting into the role you're in today?

Strong foundational knowledge in data wrangling, reporting, and software automation. Business leaders need people who can quickly get in and start solving.

RevOps director | Anonymous

No one else was doing 'it' and I stepped up, even though the need was clearly evident. I had a certain level of expertise and tech mindset. I started with a broad mission of helping to create order out of the chaos. I went from having 2 direct reports to managing a team of 50+ personnel.

RevOps executive | Anonymous

I think the biggest factor is attitude. Staying curious, creative, and empathetic allowed me to grow from customer support to operations to systems. Curiosity, creativity, and empathy allow me to ask stakeholders what they're really after.

RevOps manager | Anonymous

I used the downtime in my last position managing operations to analyze deficiencies and make changes to streamline processes based on the data. From there, I focused on expanding my knowledge and secured a role out of operations management and into RevOps.

RevOps manager | Anonymous