

How to structure your RevOps teams

Whether you are creating your first RevOps process or reshaping an existing one, the blueprint for your team should directly align with the size of your organization, your budget, and most importantly, your buyers' needs. With this in mind and the breadth of the roles your RevOps team is likely to span, it is highly beneficial to build your team with professionals who have a wealth of experience in revenue-generating functions.

The roles within your RevOps team can then be distributed in two distinct ways with respect to skill sets and responsibilities:



By core function:

This approach involves aligning members to key functional elements of your RevOps model depending on their skill set. For example, one individual can specialize in establishing and supporting your systems, while others can focus on the processes necessary to implement cross-departmental strategies or specific alignment projects. While this structure requires each member to handle more areas, it can be ideal for smaller organizations with less available headcount.



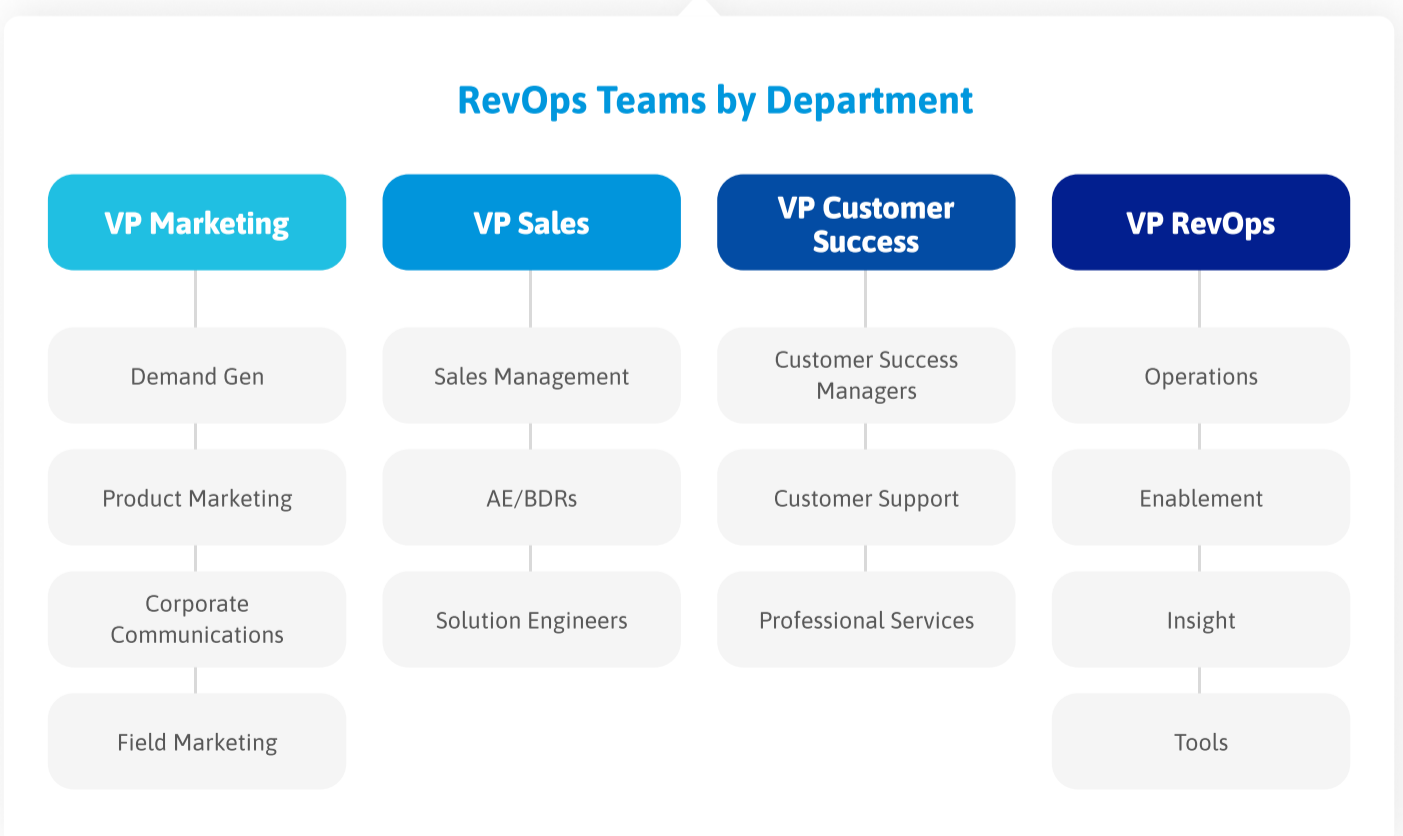
Source: [Pavilion](#)



By department:

In contrast, another approach is to structure your RevOps teams based on departmental skills. This involves building a team with members who have sales and marketing ops experience, as well as those familiar with other departments within your organization, such as client success. Individuals who have experience in multiple departments (for example, progressing from sales to marketing or vice versa) are particularly well-suited to this structure.

However, a key consideration of this approach is to ensure that aligning to departmental roles does not result in data silos. Be sure to support this initiative with data flows and communication processes in place.



Source: [Pavilion](#)

Aligning the creation of your RevOps team with your GTM model development is a great opportunity to establish the core structures across your organization that will enable the memorable and seamless experiences buyers are looking for.