## Sales Ops vs. Business Ops vs. Marketing Ops: A VISUAL ANALYSIS Operations has been described as "the secret weapon" for growing companies. InsightSquared teamed up with LinkedIn to visualize the state of three critical sub-categories of the operations profession: Business Ops, Sales Ops and Marketing Ops. DEGREES Business Ops Sales Ops Marketing Ops NONE CERTIFICATE DIPLOMA ASSOCIATE DEGREE BACHELOR DEGREE MASTER DEGREE DOCTORATE DEGREE BACHELOR OF ARTS ASSOCIATE OF ARTS MASTER OF ARTS MASTER OF SCIENCE ASSOCIATE OF SCIENCE BACHELOR OF SCIENCE BACHELOR OF COMMERCE BACHELOR OF BUSINESS ADMINISTRATION BACHELOR OF ECONOMICS EXECUTIVE MBA MASTER OF COMMERCE MASTER OF BUSINESS ADMINISTRATION BACHELOR OF ENGINEERING / TECHNOLOGY MASTER OF COMPUTER APPLICATIONS BACHELOR OF EDUCATION **Earning a post-graduate** MASTER OF EDUCATION degree is not required for a BACHELOR OF LAWS career in operations. JURIS DOCTOR DOCTOR OF PHILOSOPHY UNIVERSITY Attending an elite private university is not a prerequisite for a career in operations. Marketing Ops Business Ops Sales Ops **UNITED STATES FOR-PROFIT COLLEGE OR UNIVERSITY** 8525 7505 2171 958 3649 1563 693 For-profit College or University Public College or University Private College or University **INTERNATIONAL** 3680 **577** 3041 2700 437 409 1454 Public College or University Private College or University **Business School** COMPANY SIZE X GENDER Undisclosed Male Female Total number of businesss, sales, marketing operations professionals 30000 5000 10000 15000 20000 25000 35000 0 10001+ 5001-10000 1001-5000 501-1000 Number of Although there's a comparable employees 201-500 number of men and women in the ops profession overall, there is significant 51-200 gender variation by company size 11 - 50 1- 10/myself only COMPANY SIZE X ROLE Business Ops Sales Ops Marketing Ops Total number of business, sales, marketing operations professionals 20000 5000 25000 10000 15000 30000 35000 0 10001+ 5001-10000 1001-5000 Number of 501-1000 employees 201-500 51-200 11 - 50 **Enterprises with 5000-10000** 1- 10/myself only employees are disproportionately likely to invest in marketing operations. PROFESSIONAL CERTIFICATIONS Business Ops Sales Ops Marketing Ops Relatively few operations professionals earn or display professional certifications. **Business** Sales **Marketing Operations: Operations: Operations:** 0.64% 0.24% 1.06% 126093 Six Sigma Project Management Green Professional Belt None Salesforce Marketo 139 20 Certified Certified 8 73936 Administrator Expert Inbound Certification 30953 GENDER Business Ops Sales Ops Marketing Ops **Business and marketing operations do not** skew heavily in the direction of either gender. 31901 **55971** 12372 Male 31204 37308 13674 Female 47081 10403 22602 Undisclosed SECTOR Sales Ops Business Ops Marketing Ops **Sales Operations: Business Operations: Marketing Operations:** Retail & Consumer Technology & Technology & Software **Products** Software 12283 24261 9354 7001 25152 22193 Professional Services 5742 8889 7627 4335 5046 1035 Technology -Retail & Telecommunications Software Consumer Products **7207** 8986 4282 11202 1081 6392 Technology 3905 2688 Hardware 1750 Financial Architecture & Services 6314 Engineering & Insurance 8594 Government/ Education/ 6930 10702 Non-profit 2484 2485 1442 Healthcare & 1662 Manufacturing/ Pharmaceutical Industrial Oil & Energy 5833 2463 2547 10514 Media & 4688 Entertainment 1373 884 233 **5**50 Aero/ Auto/ Staffing Transport OPEN JOBS There are more than 60,000 open positions requiring business, sales or marketing operations skills. Marketing Ops 10,283 Sales Ops 23,620 Business Ops 29,507 LinkedIn Job Listings

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