



OpsStar of the Year

For the RevOps pro who leads by example — with sharp strategy, forward-thinking solutions, and a deep commitment to driving real business impact.

THE WINNER



Nicole Looker

Director of Revenue Operations



The Challenge

When Nicole Looker stepped into her role at Rebuy, the company was at an exciting inflection point. As a rapidly growing organization, Rebuy had built strong individual functions across sales, marketing, and customer success. Now, the company was ready to take the next strategic step: unifying these high-performing teams through integrated RevOps to unlock even greater potential.

There was an opportunity to create a seamless customer lifecycle view and automate processes that would free up their talented teams to focus on high-impact strategic initiatives. The company was also positioning itself for an ambitious year of growth, including launching new products, optimizing pricing structures, and expanding into new customer segments all of which created the perfect catalyst for building a world-class RevOps foundation.

The Operational Approach

Nicole implemented a unified RevOps strategy to centralize processes and data. Her first step was to streamline their tech stack and eliminate manual work by centralizing key workflows inside Salesforce. This created a scalable system that could grow with the company.

She then fostered a data-driven culture, ensuring every new process, system, or enablement motion was based on real data and stakeholder feedback. This approach ensured that solutions, from data-driven models to campaign attribution, were adopted and used.

Finally, Nicole prioritized developing operational talent, hiring and mentoring Rebuy's first RevOps Analyst, a critical investment in scaling the team's capabilities. This focus on team structure and growth, in addition to tooling, created a sustainable and strategic operational foundation.

Operational Results

Nicole Looker's strategic operational leadership has driven significant improvements across the Rebuy organization. Her work has not only solved immediate problems but has also set a new standard for how RevOps can lead strategic transformation.

- Created a scalable system by centralizing key workflows in Salesforce
- Fostered a data-driven culture through solutions grounded in data and stakeholder feedback
- Prepared the business for a year of significant change and growth
- 13,000+ net new leads generated through automated inbound and outbound campaign tracking
- 40 +/- hours saved per week across GTM teams by eliminating manual work
- Reduction in tech sprawl
- Pipeline accuracy and forecasting improvements from a Data Cloud redesign

"This work doesn't just solve problems at Rebuy, it sets an example for how RevOps can lead strategic transformation across any high-growth organization."

Nicole Looker, Director of Revenue Operations, Rebuy