



AWARD-WINNING OPS STORIES



2025



OpsStars Awards

Shining a light on the bold thinkers, strategic builders, and cross-functional connectors redefining Revenue Operations to fuel real, measurable growth. These are the people behind the projects — the ones transforming how go-to-market teams align, operate, and win.

In today's dynamic go-to-market landscape, innovation isn't just about new tools — it's about the bold thinkers, strategic builders, and cross-functional connectors transforming how GTM teams align, operate, and win.

This year, we asked leaders to share how they're navigating the new buyer journey — adapting systems, processes, and strategies to meet the demands of today's complex buying paths. The stories we received showcase ingenuity, collaboration, and measurable impact across every corner of Marketing, Sales and RevOps.

Our challenge was to identify those who not only rose to meet the moment but are setting new standards for operational excellence — redefining what it means to power modern go-to-market success.

The stories in this collection highlight the outstanding achievements of the 2025 OpsStars Award Winners. We hope their innovations and leadership inspire you to continue building smarter systems, aligning teams, and driving meaningful growth in your own organizations.

Contents

Account-Based Program of the Year.....	3
AI-Powered Program of the Year.....	4
Buying Groups Trailblazer Award.....	5
Digital Transformation Award.....	6
Lead Management Program Transformation of the Year (<1,000 employees).....	7
Lead Management Program Transformation of the Year (>1,000 employees).....	8
The Constellation Award.....	9
OpsStar of the Year.....	10



Account-Based Program of the Year

An organization or team that has built and executed account-centric programs with proven success. Their work has become best practice in how the organization approaches their account-based go-to-market motion through strategy, process, implementation, and analytics.

THE WINNER



The Challenge

Meltwater's go-to-market motion suffered from a major disconnect between lead and account management. Inbound leads were treated as isolated records rather than part of a larger account. This caused significant inefficiencies and led to a fragmented customer experience. The manual process for routing these leads was inconsistent and prone to human error, leading to high-value, enterprise-level leads being misrouted to local reps instead of the correct global account owner.

Additionally, Meltwater lacked an efficient way to act on inbound intent data for "floating" or unowned accounts. This was a critical missed opportunity for their account-based marketing strategy. The lack of automation and a single source of truth for account ownership created friction between sales teams and slowed down response times for new prospects.

The Operational Approach

To address these challenges, Meltwater launched an initiative to build a robust, automated infrastructure to support its global go-to-market motion. The team started by centralizing its lead-to-account matching and routing in LeanData. This new system created a single, authoritative view of every account and contact, which enabled them to connect all inbound and intent data to the correct owner.

The team also implemented a new process for handling leads with no account owner. Using LeanData, they designed a round-robin system that automatically routed these contacts to a specialized sales team. This ensured that no high-value intent signals were lost. The project also included the creation of new Slack notification channels for each selling area, which provided real-time accountability while reinforcing their account-based strategy. This new, automated infrastructure not only improved efficiency but also enforced data hygiene and built trust in the new system.

Operational Results

By transforming its lead-to-account framework, Meltwater built a scalable, data-driven engine that drove significant business outcomes. The new infrastructure helped align its entire go-to-market organization and improve overall funnel efficiency.

- Successfully routed 1,200 happy ex-users identified by UserGems to the sales team, monetizing a previously un-actioned data stream
- Merged 6,023 leads and assigned 3,800 accounts, ensuring proper account linkage and team ownership
- Drove real-time accountability by instilling a speed-to-lead mindset with sales and enforcing SLAs to ensure timely action by the right team member
- Built a best-in-class automated infrastructure to support its global go-to-market motion

"By automating our lead-to-account matching and routing, we eliminated errors and built trust across global sales teams. This infrastructure not only improved efficiency but also turned previously untapped intent signals into real opportunities."

Abigail Vickers, Revenue Operations Manager, Meltwater



AI-Powered Program of the Year

This award honors a team or individual that has successfully applied AI to transform a key area of the buyer journey — from smarter lead scoring or routing, to predictive analytics, personalization, or post-sale engagement. Winners are driving real impact by pairing innovation with measurable outcomes.

THE WINNER

Uber

The Challenge

Uber for Business faced a significant challenge in equipping its sales teams with the necessary insights to engage with accounts effectively. Sales representatives were spending up to four hours per week on manual research, gathering information from multiple siloed systems. This time-consuming process led to inconsistent sales outcomes, as reps struggled to identify and prioritize the most promising opportunities.

The lack of a centralized data source made it difficult for sellers to get a standardized snapshot of an account's attributes, potential, and intent signals. As a result, reps often struggled to understand what made an account strategically important, leading to a lack of confidence when navigating large books of business.

The Operational Approach

To address these challenges, the Uber for Business team created a custom AI-powered co-pilot for its sales representatives. The solution leveraged internal data and integrated with external sources to provide a centralized hub for all account intelligence. The team's approach was a phased rollout with continuous feedback loops, ensuring the tool met user needs.

The co-pilot was built with a user-centric design, focusing on key capabilities like "Know Your Customer" and "Personalized Outreach." It includes several modules, such as a Customer

Synopsis for quick account overviews, Ask IQ for answering specific questions, and Product Recommendations for tailored upsell opportunities. The team also incorporated a user rating system to gather detailed feedback, which helped them iteratively refine the tool based on the user experience.

The implementation of this AI-powered solution enabled sales representatives to focus on strategic engagement rather than manual data collection. By providing immediate access to critical insights, the tool helped improve the efficiency of the sales team and ensure more consistent outcomes.

Operational Results

The new AI-powered co-pilot transformed how Uber for Business sellers engage with accounts, making sales motions more efficient, consistent, and data-driven. The initiative led to significant efficiency gains and a measurable impact on sales performance.

- 81% sales adoption within the first quarter of launch
- 20% increase in contact response due to higher quality outreach
- Approximately 17,000 new opportunities have been created based on buyer personas recommended by the Copilot since launch
- Shortened average sales cycles by 20% or 14 days

"Our vision was to give every seller a true co-pilot — one place for insights, recommendations, and outreach support. Now, sellers can focus their efforts on engaging customers, with AI delivering the account intelligence they need right at their fingertips. It's proof that AI can make sales execution faster and more consistent at scale."

Nicole Peinado, Sales Operations Manager, Systems & Tools, Uber for Business



Buying Groups Trailblazer Award

This award celebrates a team or organization leading the way in operationalizing a Buying Groups transformation. From strategy to systems execution, these trailblazers are influencing multi-threaded deals, and reshaping how go-to-market teams engage with complex buying committees.

THE WINNER



The Challenge

Veeam's marketing leadership was tasked with achieving significant pipeline growth while operating with limited budgets and resources. The organization's traditional marketing and sales approach focused entirely on individual leads, creating an operational disconnect. Processes, technology, and programs all revolved around the outdated "Lead Waterfall" model.

The company lacked the necessary technology to support a new approach. The sales organization and marketing programs were also deeply entrenched in a lead-centric mindset, which hindered the ability to scale and achieve new growth targets. A fundamental shift was needed to align the entire organization around a new revenue model.

The Operational Approach

Veeam addressed this challenge by transforming its entire marketing organization, strategy, processes, and technology. The company shifted from the traditional Lead Waterfall model to Forrester's Revenue Waterfall, prioritizing buying groups over individual leads. A key step was the establishment of a global Sales Development Representative (SDR) organization with consistent, global processes.

The team developed persona-driven content and targeting to guide users through the buying journey, leveraging 6sense intent signals and predictive buying stages. They also orchestrated digital marketing programs to surround key accounts. The new approach focused on identifying group activity across the buying group, rather than just a single lead. Veeam also pivoted its focus from leads to opportunities, a critical change for the new model's success.

Operational Results

The strategic shift to a buying group approach drove significant increases in pipeline and other key metrics. The transformation fueled substantial growth across the business, demonstrating the effectiveness of the new model.

- 7% increase in new opportunities
- 46% rise in average opportunity size
- 41% growth in the value of won opportunities
- 40% shorter sales cycle
- 86% increase in pipeline

"Having all of our marketing and sales teams aligned to the Opportunity and all thinking about pipeline, was a huge win for us. We were able to increase the amount of pipeline that we were generating at the top of the funnel, which ultimately leads to more close won business."

Courtne Luetke, Sr. Director, Marketing Automation, Veeam



Digital Transformation Award

An individual, team or organization that has led a digital transformation initiative, introducing digital technology into an area of the business, changing how you operate and deliver value to internal teams and customers.

THE WINNER



The Challenge

Rockwell Automation was undergoing a major digital transformation, including a migration to Salesforce CRM. The company's lead and opportunity management systems were manual and inconsistent, which led to delays in lead follow-up and impacted conversion rates. Without automation, the go-to-market teams were siloed, and key processes were disconnected.

A lack of business ownership over lead routing logic created a dependency on central IT for changes, limiting the team's agility. Additionally, the company lacked visibility into and proper attribution for distributor-led opportunities. This lack of a standardized, automated approach was a significant obstacle to global operational efficiency and data-driven decision-making.

The Operational Approach

To address these challenges, Rockwell Automation launched a comprehensive initiative to modernize its go-to-market engine. The team's approach centered on three key pillars: technology implementation, process optimization, and team empowerment. They implemented LeanData to automate the routing of leads and opportunities and to support their buying group model. This was a critical step in standardizing their global processes.

The team then focused on organizational enablement, hosting numerous training sessions and office hours to build internal

expertise and reduce dependence on central IT. They certified and onboarded regional team members to manage lead routing and buying group creation. This strategic move empowered regional teams to take ownership of their own processes, fostering agility and responsiveness.

Finally, the project included a new partnership with Field Operations to align routing logic with the needs of frontline sales teams. The initiative also enabled the tracking of distributor-led opportunities in the CRM for the first time, providing crucial visibility and attribution. The entire rollout was driven by continuous feedback loops to ensure buy-in and rapid resolution of issues.

Operational Results

The transformation of the lead and opportunity management systems resulted in significant operational improvements and a shift toward a more agile, data-driven culture. The new systems are now owned by the business teams closest to the customer, driving measurable impact across the enterprise.

- Enabled CRM visibility into distributor-led opportunities for the first time
- Empowered regional teams to manage lead routing, reducing dependency on central IT
- Implemented a feedback-driven rollout strategy to ensure rapid adoption and optimization
- Certified and onboarded eight regional team members to build internal expertise
- Lead qualification reduced from seven days to under five minutes
- Reporting accelerated from a 48-hour delay to real-time

"Automating lead and opportunity management cut qualification time from days to minutes, but the real win is the ownership our regional teams now have. We've built both speed and accountability into the way we go to market. We now have alignment between sales and marketing and stronger communication across departments, which has never happened before in company history."

Amanda Shelley, Global Marketing Operations, Rockwell Automation



Lead Management Program Transformation of the Year (<1,000 employees)

An operations-led initiative that drove transformational change in the people, process and technology of the lead management engine to improve speed, accuracy and agility lead distribution and response.

THE WINNER

EXTRAHOP®

The Challenge

ExtraHop faced significant operational challenges as it transitioned from an outsourced business development model to an internal SDR team. The company's lead management infrastructure had accumulated years of technical debt, with outdated routing logic that frequently misrouted leads. Thousands of leads each week were funneled into a "catch-all" queue, creating a black hole that required hours of manual work from the Marketing Operations team.

The company's orchestration platform, LeanData, was not integrated with the Salesforce Territory Object, leading to conflicts in ownership and a lack of confidence in the system among reps and marketing teams. This inefficiency not only slowed response times, but also made it nearly impossible to measure funnel health or diagnose conversion problems accurately. The systemic issues were a significant barrier to pipeline and revenue, stalling the entire go-to-market engine.

The Operational Approach

ExtraHop launched a cross-functional, phased initiative led by Marketing Operations with support from IT Applications and in collaboration with Sales Operations to rebuild its lead management infrastructure. At the core of the solution was a complete rebuild of the logic in LeanData. Instead of using a deprecated table, the team re-engineered routing to directly

reference the SDR user lookup field on the Salesforce Territory object. This gave Sales Operations direct control over assignments and established a single source of truth for routing.

The team simplified the LeanData graph by retiring outdated workflows and consolidating triggers to reduce the risk of errors. They also implemented domain fallback logic to intelligently assign leads that had previously defaulted to the generic queue, reducing the need for manual intervention. Throughout the project, they worked in iterative sprints, testing changes in sandbox environments to minimize disruption and build stakeholder confidence.

Finally, the project established a new governance model that empowered Sales Operations to manage real-time updates and allowed Marketing Operations to shift from firefighting to strategic initiatives. The initiative transformed their lead management from a fragmented system into a scalable, governed engine built for pipeline velocity.

Operational Results

By rebuilding its lead management infrastructure, ExtraHop recovered significant operational capacity and drove a meaningful impact on its go-to-market performance. The initiative created a solid operational foundation that improved efficiency, pipeline, and revenue outcomes.

- Achieved a 50% increase in Marketing Accepted Lead (MAL) to Sales Accepted Opportunity (SAO) conversion velocity
- Expanded pipeline by a high double-digit growth year over year
- Recovered 624 hours of manual labor annually, valued at more than \$50K, previously spent triaging leads
- Grew closed-won bookings by significant double-digit growth year over year
- Enabled SDRs to fully leverage Apollo and Orum by receiving timely, accurate lead assignments.

"This project demonstrates the power of cross-functional collaboration. By aligning IT Apps, Marketing Operations, and Sales Operations around a shared objective, we were able to deliver a high-impact solution that improved funnel performance, team efficiency, and overall trust in our systems."

Doug Piper, Senior Director, Marketing Operations & Performance Management, ExtraHop



Lead Management Program Transformation of the Year (>1,000 employees)

An operations-led initiative that transformed the lead management engine, resolving architectural limitations in global scalability and process efficiency to create a solid operational foundation for future business growth.

THE WINNER



samsara

The Challenge

Samsara's previous, custom-built lead management system was reaching its limits for a scalable, global strategy. The system lacked the necessary flexibility and speed, with basic lead routing changes often requiring multiple weeks to implement. This level of manual intervention and delay was slowing the Marketing Operations team's ability to execute impactful business initiatives.

Unlocking the next level of performance required addressing key operational gaps, specifically around standardizing global processes, establishing clear accountability in follow-up, and implementing data-driven lead prioritization to ensure consistent outreach in partnership with their Account Development Representatives (ADRs) team. By capitalizing on these opportunities, Samsara aimed to improve down-funnel performance of Marketing sourced leads.

The Operational Approach

Samsara launched a Marketing Operations-led initiative to transform its lead management system. The team's approach centered on investing in new technology, streamlining processes, and empowering its ADR teams. They centralized lead management using the LeanData platform, which provided Marketing Operations with direct control over the lead funnel. This new system allowed the team to build nuanced routing rules and decision trees to ensure leads were distributed to the

right owners. The LeanData platform was fully onboarded within a week.

With the new routing system driving more stability and consistency, the team focused efforts on supporting ADR outreach. They set aggressive SLAs based on a custom data science lead scoring model for each region. Leveraging internal tools like SamsaraGPT (a custom Samsara LLM knowledge base) and contextually-rich Slack notifications, ADRs felt equipped to work every inbound lead within the defined SLA windows. This achieved over 90% SLA attainment, resulting in a significant lift in conversion rates.

The flexibility of the new system also allowed the Marketing team to improve the customer experience throughout their entire journey. Enabling better personalization in nurture, sales follow-up, and digital activations. This included leveraging tools to improve scalability of nurture campaigns and AI agents to automate follow-up for colder leads. Finally, the team developed real-time dashboards in Tableau and Salesforce, powered by LeanData, to provide all stakeholders with critical visibility to drive more business impact between cross-functional teams.

Operational Results

The transformation of the lead management engine drove a significant improvement in key metrics across the business. The initiative addressed a major business opportunity and also created a solid operational foundation for future growth.

- Increased lead to opportunity conversion rates
- Supported YoY growth in pipeline
- Reduced speed to lead within 5 minutes
- Significantly reduced routing "dead-ends"

"By integrating our people, process, and technology into a new system, we achieved more than incremental improvements. We fundamentally unlocked growth for the business. Providing our ADR team the necessary tools, expanding our lead flow capabilities, and leveraging AI to personalize follow-ups has made our lead system not only more reliable but the foundation of our future growth."

Vic Molina, Manager of Marketing Operations, Samsara



The Constellation Award

Recognizes a marketing team that has fostered exceptional collaboration and alignment between marketing and other GTM departments like sales and operations. This award highlights the team's ability to break down silos and work seamlessly with other teams to achieve shared goals.

THE WINNER

zoom

The Challenge

Zoom's go-to-market teams were operating in silos, hindering cross-functional collaboration. Without clear communication and alignment, these teams were unable to optimally support the company's revenue objectives. The Marketing Operations team took a leadership role in leveraging existing technology to solve a number of critical challenges across the organization.

The siloed approach created several key business challenges. The company needed to increase revenue from its channel partners and improve follow-up speed for its marketing affiliate leads. Additionally, manual reassignment of leads and opportunities when a seller left or changed roles were time-consuming and inefficient.

The Operational Approach

To drive channel revenue, the Marketing Operations team worked with the Channel Team to design an account assignment solution. With IT backlogged, they quickly implemented a solution in LeanData to automatically assign accounts to dedicated Channel Account Managers to help close more deals. They delivered the solution in two weeks instead of a six-month wait.

To increase marketing revenue, the team streamlined the lead routing process. They identified that lead assignment criteria could be prioritized within the routing graph to ensure faster delivery to the sales team. By strategically moving the most important assignment criteria to the top of the graph, they created a more efficient flow that accelerated lead delivery to sales reps.

Finally, to improve sales productivity, the team automated the reassignment process for leads and opportunities. They incorporated updates into the routing logic to automatically reassign records. This eliminated the previous manual process that was time-consuming and prone to errors.

Operational Results

The initiatives led by the Marketing Operations team provided significant operational improvements and business results. By acting as a catalyst for cross-departmental collaboration, the team was able to address key challenges and drive efficiency.

- Reduced lead routing time by 39%, from over 3 minutes to under 1.5 minutes
- Improved the lead-to-opportunity conversion rate from 11% to 17%
- Saved the Sales Support team an estimated 20 hours per quarter by automating the reassignment of records
- Contributed to the goal of growing channel revenue share

"Our team accomplished meaningful results— we sped up lead routing, boosted conversion rates, and gave sales back valuable time. None of this would've been possible without real cross-functional teamwork. By breaking down silos and building solutions together, we were able to align around the same revenue goals and make a real impact."

Kelly Sheetz, Head of Global Marketing Operations, Zoom



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



Thank you for your interest in our 2025
OpsStars Awards Winners!

To learn more about OpsStars, visit ops-stars.com

About LeanData

LeanData helps B2B enterprises fuel efficient growth by aligning marketing, sales, and customer service execution with the buyer journey. Our Intelligent GTM Orchestration platform acts as the connective tissue across the revenue lifecycle, integrating and normalizing buyer data, automating signal-driven workflows, and delivering AI-powered insights. The result is faster, cleaner execution and the ability to adapt GTM motions with agility without coding. More than 1,000 leading companies and a community of 5,000+ OpsStars rely on LeanData to achieve speed to lead, higher conversions, accelerated pipeline, and predictable growth by turning buyer signals into coordinated action.