

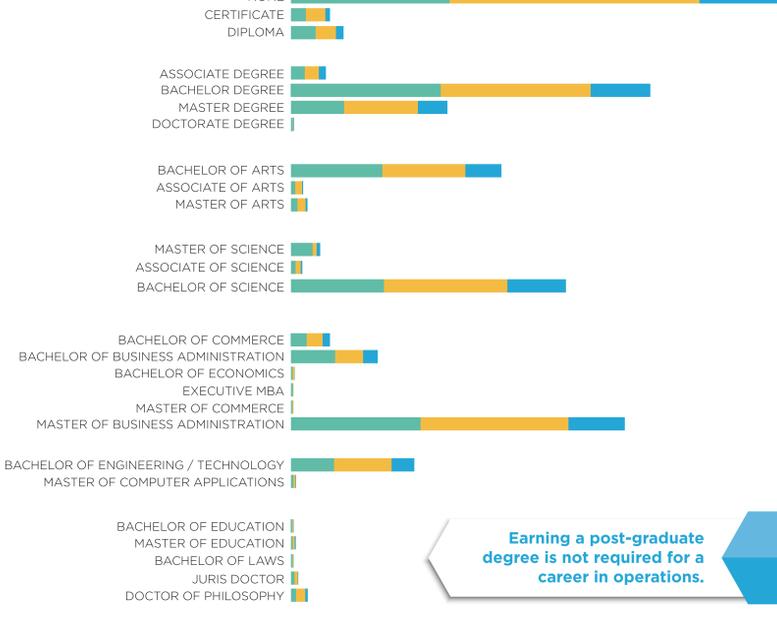
# Sales Ops vs. Business Ops vs. Marketing Ops:

## 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



Earning a post-graduate degree is not required for a career in operations.

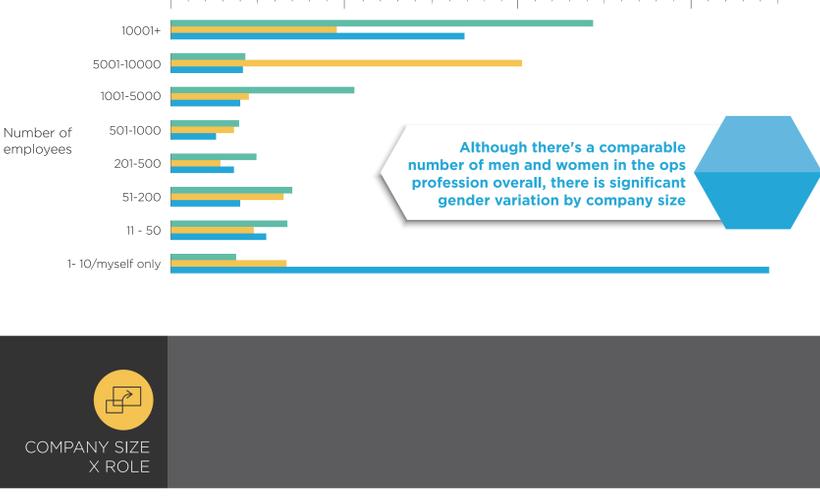
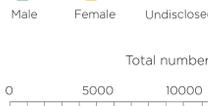


### UNIVERSITY

Attending an elite private university is not a prerequisite for a career in operations.



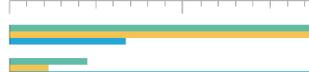
### COMPANY SIZE X GENDER



Although there's a comparable number of men and women in the ops profession overall, there is significant gender variation by company size.



### COMPANY SIZE X ROLE



Enterprises with 5000-10000 employees are disproportionately likely to invest in marketing operations.

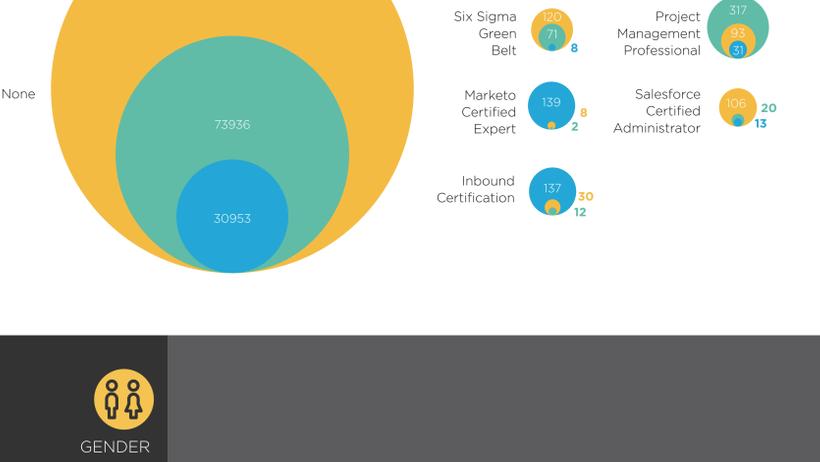


### PROFESSIONAL CERTIFICATIONS



Relatively few operations professionals earn or display professional certifications.

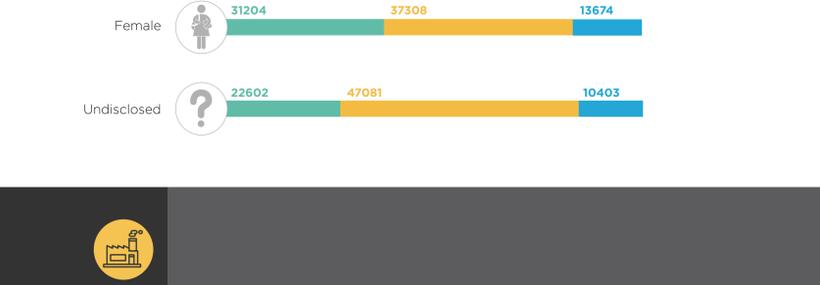
Business Operations: 0.64%      Sales Operations: 0.24%      Marketing Operations: 1.06%



### GENDER



Business and marketing operations do not skew heavily in the direction of either gender.



### SECTOR



There are more than 60,000 open positions requiring business, sales or marketing operations skills.

