

Defining RevOps: A Groundbreaking Exploration of Revenue Operations

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Tariq Ahmad, a Ph.D. candidate at ESCP Business School, has completed a groundbreaking exploration of Revenue Operations (RevOps), a phenomenon that is being adopted by fast-growth companies worldwide. The result of his extensive research is a clear and concise definition of RevOps, which is set to revolutionize the way businesses approach their revenue function.

Ahmad's journey began when he chose to study the role of AI in Sales and other related topics for his Ph.D. However, he quickly realized that nothing could match the uniqueness of RevOps, which brings together the power of GTM functions like sales and marketing. To his surprise, he found that there were no doctoral-level papers on the subject, which made it difficult to define. This inspired him to explore the topic further.

After reading non-peer-reviewed marketing material and conducting in-depth interviews with more than a dozen RevOps executives across the world, Ahmad had his eureka moment. He analyzed over 60,000 transcribed words and found that a paper from 1967, which talked about the concept of Integrative Devices, was the key to understanding RevOps. With this knowledge, Ahmad was able to create a definition for RevOps.

While Ahmad's academic paper will be published in the next 5 to 6 months, he wanted to share an executive summary of his findings with the RevOps community. Ahmad acknowledges that being the first paper on the subject means that there are holes in his research. However, he believes that this is the beauty of research, as it is never done. Ahmad hopes that his findings will inspire others to continue researching RevOps and make the theory even stronger.

For more information about Tariq Ahmad's exploration of Revenue Operations, please visit his website at myndwrks.com

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