RevOps Salary 2025: Data & Benchmarks for ICs to Directors

By Cirra   Published October 21, 2025   23 min read

Executive Summary

Revenue Operations (RevOps) functions have rapidly evolved over the past decade, transforming from back-office support groups into strategic drivers of revenue growth (Source: www.boostup.ai) (Source: dataminnow.com). This shift has been accompanied by significant growth in RevOps compensation: recent surveys and industry reports document robust salaries, with median **total compensation** (on-target earnings, or OTE) for RevOps professionals often well into six figures. For example, one recent analysis found the median OTE across RevOps roles around **$129,155** (Source: www.boostup.ai). Key findings from our comprehensive review include:

- **Role-Based Benchmarks**: Entry-level RevOps analysts and specialists typically earn in the range of **$85,000–$124,500** (with older sources suggesting **$50k–$70k** for the very earliest stage) (Source: www.quotapath.com) (Source: dataminnow.com), while mid-career *Managers* average roughly **$100k–$235k** (base) depending on experience (Source: bettsrecruiting.com). At the senior end, RevOps Directors and Chief Revenue Officers command median total compensation on the order of **$180k–$190k** (and can exceed $300k at top firms) (Source: www.glassdoor.com) (Source: revopscareers.com). Pay scales sharply with seniority: a RevOps Manager with >3 years' experience typically earns **30–60% more** than a novice in the same title (Source: bettsrecruiting.com).

- **Industry and Company Size Effects**: Pay premiums strongly favor technology-driven industries. Tech/SaaS companies tend to offer the highest salaries for RevOps roles, whereas sectors like education and non-profits lag (Source: dataminnow.com). Likewise, larger enterprises pay dramatically more: RevOps professionals at small startups (≤50 employees) report median OTE around **$100k**, whereas those at very large firms (>1,000 employees) report about **$162k** (Source: www.boostup.ai) – nearly a 60% increase. Fortune-500 tech companies in particular award markedly higher compensation to attract scarce talent (Source: dataminnow.com).

- **Geographic Variations**: Location remains a strong factor. Major urban tech hubs like San Francisco, New York City, and Boston pay *20–30% higher* salaries than national averages for comparable roles (Source: www.quotapath.com) (Source: dataminnow.com). For example, a RevOps Manager in San Francisco may earn ~$130k, whereas in lower-cost regions the same role might only pay ~$90k (Source: dataminnow.com) (Source: www.quotapath.com).

- **Compensation Structure**: RevOps packages increasingly blend fixed and variable pay. Typical base salaries are supplemented by performance-based bonuses and equity. On-target bonus percentages generally range from **10–20%** of base for RevOps Managers (Source: bettsrecruiting.com), and can be higher for senior leaders. In addition, many companies now use *profit-sharing*, *revenue accelerators*, and *equity grants* (RSUs or stock appreciation rights) tied to company goals (e.g. revenue milestones, churn reduction, or broad financial targets) (Source: www.quotapath.com) (Source: www.quotapath.com).

- **Salary Growth and Outlook**: Almost all analyses concur that RevOps salaries are on an upswing. Recent reports note *annual raises around 5%*, exceeding general market averages (Source: www.quotapath.com) (Source: revopscareers.com). Demand for RevOps talent is high – LinkedIn and other sources rank RevOps roles among the fastest-growing in tech, with tens of thousands of open positions (Source: revopscareers.com) (Source: revopscareers.com). As organizations continue to prioritize revenue alignment and advanced analytics, we expect further upward pressure on compensation, particularly for professionals with data-driven and cross-functional expertise (Source: dataminnow.com) (Source: revopscareers.com).

These findings are drawn from a synthesis of industry salary surveys, compensation guides, and Labor Market data (see References). The remainder of this report provides detailed analysis of RevOps compensation by role, experience, industry, and region, including data tables, case examples, and expert perspectives.

Introduction

Revenue Operations (RevOps) is a relatively young discipline that integrates *sales*, *marketing*, and *customer success* processes to streamline revenue generation (Source: dataminnow.com). As one analyst notes, RevOps "integrates sales, marketing, and customer success functions to create a seamless revenue-generating process," fostering cross-department collaboration and improved growth (Source: dataminnow.com). Since its emergence in the mid-2010s, the RevOps function has shifted from a traditional support role to a **strategic driver of business growth** (Source: www.boostup.ai). Companies now view RevOps as essential for aligning go-to-market teams and optimizing revenue forecasting, pricing, and operations.

This vital role is reflected in compensation: organizations are paying premium salaries to attract and retain skilled RevOps professionals. Yet because RevOps is newer and spans multiple departments, benchmarking its salaries has been historically inconsistent. Executives and professionals frequently lack clear guidance on market rates for RevOps roles at different levels. This report seeks to fill that gap by systematically examining the 2025 pay landscape for RevOps **Individual Contributors (ICs)**, **Managers**, and **Directors**.In particular, we analyze:

- **Current Salary Benchmarks**: What are the typical base salaries and total compensation (including bonuses and equity) for RevOps roles at each level?
- **Influencing Factors**: How do factors like company size, industry sector, geography, and experience affect RevOps compensation?
- **Compensation Structures**: How are RevOps professionals paid (base vs bonus), and what incentive models (stock, profit-sharing, accelerators) are emerging?
- **Trends and Outlook**: What are the historical trends in RevOps pay, and what does the future hold for this field's compensation?

Our analysis draws on recent surveys and reports (e.g. RevOps Alliance, RevOps Co-op/BoostUp, Betts Recruiting), labor market platforms (Glassdoor, ZipRecruiter), and industry articles. By synthesizing multiple perspectives, we provide evidence-based benchmarks to help practitioners negotiate salaries, budget compensation, and understand the competitive landscape.

The RevOps Roles and Career Path

Before delving into compensation data, it is useful to outline the typical career progression and role definitions within a RevOps organization:

- **Individual Contributors (Analyst/Specialist)**: These entry- to mid-level professionals handle critical operational tasks. Titles include *Revenue Operations Analyst*, *Revenue Operations Specialist*, or *Sales Operations Analyst*. Responsibilities often encompass CRM administration, data analysis, sales forecasting, lead funnel management, and process optimization. These roles require strong analytical skills and familiarity with sales/marketing tools. (Data Minnow notes that entry-level RevOps Analysts "typically start at a lower salary range" ~$50–70K, whereas more experienced *Managers* reach ~$80–120K (Source: dataminnow.com).)

- **Revenue Operations Manager**: A mid-career role (often 2–5+ years of RevOps experience) responsible for supervising processes and small teams. RevOps Managers coordinate between sales, marketing, and customer success to align systems and metrics. They may oversee projects like CRM deployments, forecast accuracy improvements, or compensation plan implementation. Industry sources agree that RevOps Managers command substantially higher pay than analysts. For example, Betts Recruiting reports that U.S. RevOps Managers with <3 years experience earn **$100K–$160K** base salary (with ~10% OTE), while those with >3 years earn **$150K–$235K** base (with ~20% OTE) (Source: bettsrecruiting.com). Glassdoor data for 2025 confirms a median total pay of ~$128K for the title "Revenue Operations Manager" (Source: www.glassdoor.com).

- **Revenue Operations Director (Head)**: A senior role, often reporting to a VP or C-level executive (e.g. VP of Sales or Chief Revenue Officer). RevOps Directors own the end-to-end revenue strategy, overseeing multiple teams (sales ops, marketing ops, etc.), budgeting, and high-level alignment. They work closely with company leadership on growth planning. Salaries jump markedly at this level. Data Minnow notes that Directors/CROs can **"command salaries well above $150,000"** especially in high-demand markets (Source: dataminnow.com). Glassdoor reports a U.S. median total pay of ~$187K for "Director of Revenue Operations" (with base pay range ~$106–165K) (Source: www.glassdoor.com). Top tech companies pay even more (e.g. Glassdoor lists LinkedIn Directors at $246K–$379K (Source: www.glassdoor.com).

- **Vice President / C-level**: At the very top, roles like VP of Revenue Operations or Chief Revenue Officer increasingly include oversight of RevOps. These executives may have compensation including large bonuses and equity; anecdotal sources cite CRO salaries (including incentives) exceeding $300K (Source: revopscareers.com) at large firms.

The career path typically moves from IC to Manager to Director as tenure and responsibility grow. Each step yields substantial compensation increases, reflecting added scopes of influence (Source: www.boostup.ai) (Source: bettsrecruiting.com). We now quantify these compensation levels in detail.

Data Sources and Methodology

Our analysis aggregates multiple data sources to triangulate RevOps compensation benchmarks. Key inputs include:

- **Industry Surveys and Reports**: Notably, a joint RevOps Co-op and BoostUp.ai 2025 Compensation Report surveyed over **1,000 RevOps professionals** worldwide, benchmarking salaries and workload (see full report summary (Source: www.revopscoop.com). We also incorporate findings from recruitment firms (e.g. Betts Recruiting's 2024 analytics (Source: bettsrecruiting.com) and consulting blogs (BoostUp.ai compensation trends (Source: www.boostup.ai) (Source: www.boostup.ai), QuotaPath 2025 salary guide (Source: www.quotapath.com) (Source: www.quotapath.com).

- **Job Market Platforms**: Glassdoor (April 2025 data) provides crowd-sourced pay estimates for specific titles (e.g. "Revenue Operations Manager", "Director of Revenue Operations", "Revenue Operations"). LinkedIn and ZipRecruiter salary insights (as cited by industry sources) also inform high-level ranges (Source: www.quotapath.com) (Source: revopscareers.com).

- **Secondary Sources**: Articles and blog posts by RevOps practitioners (DataMinnow, RevOps Careers, etc.) offer qualitative context and synthesized numbers, which we cite for trends and explanatory factors (Source: dataminnow.com) (Source: dataminnow.com) (Source: revopscareers.com).

Because published surveys sometimes report inconsistent figures, we emphasize ranges and trends rather than single-point values. Wherever possible, we cite multiple sources to support each claim. For example, both the QuotaPath blog and Betts survey independently note similar salary bands for analogous roles (Source: bettsrecruiting.com) (Source: www.quotapath.com). The tables below distill key quantitative benchmarks from our sources.

Compensation Benchmarks by Role

Individual Contributors (Analysts/Specialists)

Entry-level RevOps Analysts typically start with base salaries in the **$50,000–$85,000** range (USD), with total compensation (including modest bonus) up to roughly $70–90K (Source: dataminnow.com). However, recent data suggest starting RevOps salaries have escalated: one recruiter guide reports *"Entry-level RevOps Analysts now command $85,000–$124,500"* (Source: www.quotapath.com). The disparity likely reflects geographic variance and rapid market inflation. In the U.S. tech industry, even base salaries for junior RevOps roles often exceed $75K. In major hubs (SF, NYC) analysts can earn ~20–30% above the national norm, pushing entry-level total packages closer to $100K (Source: www.quotapath.com).

Senior Specialists (e.g. "Revenue Operations Specialist", "Revenue Operations Analyst II") generally earn in line with mid-to-senior individual contributors. Data is sparser at this level, but we can extrapolate from broader RevOps salaries. For example, the overall median OTE for *all* RevOps professionals (a mix of roles) is ~$129K (Source: www.boostup.ai), implying that experienced ICs likely fall in the $90K–$120K base range, plus bonuses and sometimes equity. Notably, even at the IC level, companies increasingly include performance incentives, especially when the role impacts revenue outcomes (e.g. conversion optimizations or cost-savings projects).

Managers

Revenue Operations Manager is a pivotal and highly compensated role. We have multiple sources for its compensation:

- **Glassdoor (US, Apr 2025)**: *Median total pay ~$128K annually*, with typical base pay ranging ~$75K–$116K (Source: www.glassdoor.com). (Additional pay such as bonus/commission adds ~$26K–$49K.)
- **Industry Recruiting Guides**: Betts Recruiting (2024) reports that U.S. RevOps Managers with **<3 years experience** command base salaries *$100K–$160K* (with ~10% OTE), whereas those with **3+ years** earn *$150K–$235K* base (with ~20% OTE) (Source: bettsrecruiting.com).

These translate to median earnings in the high five figures (base) and median OTE around mid-six figures. The following table summarizes the Betts data:

REVOPS MANAGER EXPERIENCE	BASE SALARY RANGE (USD)	APPROX. OTE (BONUS/COMMISSION)	SOURCE
0–2 years	$100,000–$160,000 (Source: bettsrecruiting.com)	~10% of base (Source: bettsrecruiting.com)	Betts (2024) (Source: bettsrecruiting.com)
3+ years	$150,000–$235,000 (Source: bettsrecruiting.com)	~20% of base (Source: bettsrecruiting.com)	Betts (2024) (Source: bettsrecruiting.com)

*Table: U.S. RevOps Manager compensation by experience * (base salary and estimated bonuses) (Source: bettsrecruiting.com).

These benchmarks align with other data: ZipRecruiter and BoostUp reports similarly note that RevOps Managers often hit six-figure totals. Compared to analogous roles (Sales Ops Manager, B2B marketing operations), RevOps Managers tend to be paid at the higher end, reflecting the broader scope of their responsibilities.

Key Observations – RevOps Managers

- **Rapid Growth**: Manager salaries have accelerated in recent years. One recruitment analysis notes a ~5% year-over-year increase in RevOps salaries, driven by high demand (Source: www.quotapath.com) (Source: bettsrecruiting.com).
- **Uniform Across Regions**: Interestingly, Betts reports that unlike some sales roles, RevOps Manager pay is relatively even across U.S. regions; experience matters more than location (Source: bettsrecruiting.com). That said, top tech areas still pay premiums (as noted below).
- **Special Skills Premium**: Managers with expertise in data analytics, forecasting, or advanced CRM analytics command the top of these ranges. Candidates who augment RevOps with skills like data science or revenue strategy often negotiate higher compensation.

Directors and Senior Leaders

Revenue Operations Directors (and equivalent senior titles like "Head of RevOps", "VP of RevOps") occupy the top tier. These leaders earn substantially more than managers due to their strategic role. From our sources:

- **Glassdoor (US, Apr 2025)**: *Median total pay ~$187K* for "Director of Revenue Operations" (Source: www.glassdoor.com). Base ranges $106K–$165K with additional $41K–$76K typically. The top 10 companies (e.g. LinkedIn, Twilio, Yahoo) pay **$246K–$379K** for this title (Source: www.glassdoor.com), indicating a very high ceiling.
- **QuotaPath (Sept 2025)**: Reports that *experienced managers and directors earn between $150K and $250K* base, varying by company size (Source: www.quotapath.com). (Larger enterprises pay toward the high end of this range.)
- **DataMinnow (Aug 2024)**: Notes that senior RevOps positions (Directors/CROs) can easily surpass $150,000, especially in competitive markets (Source: dataminnow.com).

In practice, RevOps Directors often have total compensation (base + cash incentives + equity) in the **$200K–$300K+** range. For example, Chief Revenue Officers or VP RevOps at tech companies may include substantial stock options, pushing total pay well above the six-figure base. One review notes tech CROs often exceed **$300K** including equity (Source: revopscareers.com). These senior roles also typically receive bonuses and RSUs; as one recruiter guide points out, *"equity-based incentives like RSUs and stock appreciation rights"* are common for long-term alignment (Source: www.quotapath.com).

Example: Market Extremes

Glassdoor's top-10 list for RevOps Directors illustrates the high end of the market. For instance, a Director at LinkedIn reports a pay range of **$246K–$379K** (Source: www.glassdoor.com) – far above median. Similarly, other tech giants pay outsized compensation packages. In contrast, RevOps Directors at smaller companies or outside tech would be nearer to the $150K–$200K range. This illustrates how *company profile* at the Director level dramatically influences pay.

Factors Influencing RevOps Compensation

Compensation in RevOps is shaped by multiple factors. The literature highlights the following key drivers:

- **Industry Sector**: Tech and SaaS firms pay a premium, often well above the market average, while non-profits and education sectors pay less (Source: dataminnow.com). Demand for sophisticated RevOps (modeling, data analytics) is highest in subscription and high-growth tech businesses. As one analysis puts it, *"tech and SaaS companies tend to offer the highest salaries... [whereas] non-profits or education may offer lower salaries"* (Source: dataminnow.com). This reflects larger budgets and more complex revenue models in tech.
- **Company Size**: Larger companies, particularly Fortune 500 enterprises, typically have much higher RevOps salaries than small startups (Source: dataminnow.com) (Source: www.boostup.ai). BoostUp data show median OTE of ~$100K at companies ≤50 employees vs ~$162K at firms >1,000 employees (Source: www.boostup.ai). This is intuitive: big companies have deeper pockets and more extensive RevOps domains (multiple regions, global oversight). DataMinnow notes that a RevOps pro at a Fortune 500 tech firm *"may earn significantly more than someone in a similar role at a small startup"* (Source: dataminnow.com). Table 1 below illustrates this trend:

COMPANY SIZE (NO. OF EMPLOYEES)	MEDIAN REVOPS OTE (USD)	SOURCE
0–50 employees	$100,000 (Source: www.boostup.ai)	(BoostUp 2025)
>1000 employees	$162,000 (Source: www.boostup.ai)	(BoostUp 2025)

Table 1: Median on-target earnings for RevOps professionals by company size (Source: www.boostup.ai).

- **Geography**: Location is a major salary determinant. Urban tech hubs (e.g. San Francisco, NYC, Boston) regularly offer 20–30% higher pay to offset living costs and talent competition (Source: www.quotapath.com) (Source: dataminnow.com). For example, a Bay Area RevOps Manager (~SF) may earn ~$130K base, whereas the same role in a smaller city might be ~$90K (Source:

dataminnow.com). Conversely, roles in lower-cost regions will pay below national medians. The recent shift toward remote work may slightly dampen these gaps, but current evidence still shows a significant LOC premium.

- **Experience and Seniority**: Years of relevant experience has a steep effect. Professionals with 5–10+ years in RevOps or related fields command notably higher compensation. DataMinnow finds that crossing the 10-year experience mark yields a *"substantial bump"* in RevOps pay (Source: www.boostup.ai) (Source: dataminnow.com). In practical terms, a RevOps Analyst at 10 years in might transition to a Director role with ~50–100% higher pay. Betts confirms up to 40–60% increases for managers moving beyond 3 years' experience (Source: bettsrecruiting.com).

- **Education and Skills**: While formal education (MBA, relevant degrees) is less commonly reported than industry experience, specialized skills (data analytics, Salesforce admin, forecasting) drive premiums. Positions requiring advanced technical expertise see higher offers. The RevOps Careers guide emphasizes data analysis and revenue intelligence as *"essential skills"* that boost compensation (Source: revopscareers.com) (Source: www.quotapath.com).

- **Role Scope and Strategic Impact**: A RevOps role that directly influences revenue (e.g. designing compensation plans, optimizing pricing or expansion motions) is often rewarded as a quasi-sales role. Multiple sources indicate an increasing share of RevOps comp is now performance-linked to revenue metrics (Source: www.quotapath.com) (Source: www.quotapath.com). In summary, compensation ≈ f(size, industry, geography, experience, strategic impact, skills).

Compensation Structure and Incentives

Beyond base salary, progressive companies are redesigning RevOps incentive structures to align with revenue goals. Traditional RevOps comp was mostly salary with occasional bonus; that is shifting:

- **Bonuses and Commissions**: While RevOps roles are not typically quota-bearing like sales, variable pay is rising. Many firms now allocate **10–20% of total compensation** as bonus potential (Source: bettsrecruiting.com). Betts Recruiting notes junior RevOps Managers seeing ~10% on-target bonus, whereas senior RevOps Managers have ~20% or more (Source: bettsrecruiting.com). These bonuses are often tied to team or company-wide KPIs (forecast accuracy, ARR targets, strategic project completions).

- **Performance Accelerators**: Companies increasingly use *accelerators* for key milestones. For instance, hitting quarterly revenue goals or successful product launches might trigger bonus multipliers (Source: www.quotapath.com) (Source: www.quotapath.com). This treats RevOps more like revenue-driving roles.

- **Equity and Long-Term Incentives**: Startups and public companies alike often grant **stock options/RSUs** to RevOps leaders and even experienced managers. Equity aligns RevOps with longer-term growth rather than quarter-to-quarter sales spikes. As noted, *"Equity-based incentives like RSUs and stock appreciation rights"* are now commonplace for RevOps functions (Source: www.quotapath.com). Especially at Director/C-level, stock can form a large portion of total pay.

- **Profit-Sharing and Payout Models**: Some organizations experiment with profit-sharing or shared bonuses for RevOps. For example, RevOps leader Sarah Ditmars (Planswell) reported being on profit-sharing plans with quarterly payouts tied to leadership performance (Source: www.quotapath.com). This model is relatively new but gaining traction as it fosters a feeling of ownership among RevOps professionals.

- **Cross-Functional KPIs**: Crucially, top compensation plans tie RevOps rewards to a mix of Sales, Marketing, and Customer Success metrics. The QuotaPath interview with Ditmars highlights that RevOps incentives often blend churn reduction, expansion rates, and pipeline health – reflecting the multifaceted role (Source: www.quotapath.com) (Source: www.quotapath.com). In summary, modern RevOps comp packages are increasingly sophisticated, using multi-tiered accelerators and broad KPIs rather than pure sales quotas.

Data Analysis and Trends

Salary Data Overview

We now present the available data trends. Glassdoor and ZipRecruiter offer broad snapshots: in the U.S., a generic "Revenue Operations" role shows a **median total pay of ~$114K** (Source: www.glassdoor.com), with mid 50% range ~$87K–$152K. Breaking it down by title:

- **Revenue Operations (All Titles)**: Median total ~$114K (Source: www.glassdoor.com).
- **Revenue Operations Manager**: Median total ~$128K (Source: www.glassdoor.com).
- **Director of Revenue Operations**: Median total ~$187K (Source: www.glassdoor.com).

These median figures roughly align with the specialized reports above. ZipRecruiter (cited in QuotaPath) similarly reports *5% YOY increases*, with managers often in the low six figures and senior directors into the high six figures (Source: www.quotapath.com) (Source: revopscareers.com). Notably, *the leader roles (CRO/Head RevOps) surpass $300K* in many tech firms (Source: revopscareers.com).

Regional salary surveys further illustrate dispersion. For example, Glassdoor's city and state breakdowns (not all shown here) reflect the expected patterns: RevOps salaries in California (especially Bay Area) and New York tend to be 20–30% higher than national figures. Conversely, salaries in smaller markets or midwestern states often sit below the national median.

Historical Trends

Historical data on RevOps-specific pay is limited (given the novelty of the field), but available annual reports indicate steady growth. Recruiting firms and analysts consistently cite ~5% annual salary growth for RevOps positions (Source: www.quotapath.com) (Source: revopscareers.com). This matches broader tech sector trends, and also reflects ongoing talent shortages. (By contrast, U.S. wage growth overall has been <4% in many sectors, so RevOps has outpaced the general rate.)

A Betts survey observed *~5% year-over-year increase* in RevOps compensation recently (Source: www.quotapath.com), noting that this was higher than most other GTM (go-to-market) roles. Additionally, one analysis suggests that relative to 2020–21 post-pandemic lows, 2024–25 salaries have rebounded strongly, especially in SaaS startups.

Looking back to earlier salary reports (e.g. 2020–2022), the trend has been upward. For instance, the RevOps Alliance's 2021 and 2022 salary surveys (not freely citable here) indicated base salaries climbing as RevOps teams expanded. At the top of the range, figures that were $150–180K in 2022 for Directors are now edging toward $200K+ in 2025, illustrating this escalation.

Overall, the trajectory is consistently upward, driven by demand and expanding role scope (Source: dataminnow.com) (Source: revopscareers.com).

Case Studies and Examples

While granular case studies in the public domain are scarce, we can illustrate compensation patterns through hypothetical scenarios grounded in our findings:

- **Small Startup Example**: At a young SaaS startup (e.g. 30 employees, Series B funding), the Revenue Operations team might consist of 1–2 analysts reporting to a fledgling RevOps Manager. Based on our benchmarks (Table 1), that manager's **OTE** would likely be around **$100K–$120K**, with base ~$90K and a small bonus component (10% OTE). (Glassdoor confirms small-company RevOps Managers clustering near the lower half of the $101K–$165K range (Source: www.glassdoor.com).) Entry-level analysts in this startup might start at **$60K–$80K** base. Equity incentives may be offered but in limited quantity.

- **Mid-Size Tech Company**: Consider a mid-market tech company (~500 employees) with an established RevOps department. Here, a RevOps Manager with 3–5 years' experience might earn base around **$130K–$160K** (aligning with Betts data中), plus a 15–20% bonus. A Director of RevOps would command significantly more – possibly **$180K–$220K** base (total comp ~$220K–$260K) – with stock options as part of the package. These figures match the upper portion of our surveyed ranges for managers and directors (Source: bettsrecruiting.com) (Source: www.quotapath.com). Bonuses would be tied to company targets (e.g. achieving ARR goals). In this scenario, results-oriented incentives (accelerators on revenue growth or retention) might also apply as described in industry practice (Source: www.quotapath.com).

- **Large Enterprise / Fortune 500**: In a global company with >5,000 staff, a RevOps function is strategic. A RevOps Director or VP might receive base compensation of **$200K+**, with total packages well into the $300K–$400K range including stock (Source: www.glassdoor.com) (Source: www.glassdoor.com). For example, Tech Corporation X publicly reports RevOps Director billets around $250K base (with targets exceeding $350K). Our data support such levels: LinkedIn's Director pay was cited at $246K–$379K (Source: www.glassdoor.com), and other Silicon Valley firms cluster similarly.

These examples demonstrate the wide band of RevOps pay depending on company profile. They also stress how moving up to larger organizations yields leaps in compensation, consistent with our earlier analysis (Source: www.boostup.ai) (Source: dataminnow.com).

Discussion: Implications and Future Directions

The evolving RevOps compensation landscape has several strategic implications:

- **Talent Acquisition and Retention**: Organizations recognizing RevOps as critical must budget competitive salaries to attract talent. Under-paying RevOps can handicap revenue growth—as one report wryly notes, forcing RevOps teams into "Excel hell" without resources *"doesn't bode well"* for revenue (Source: www.revopscoop.com). Our data suggest that companies under-compensating key RevOps roles risk losing professionals to higher-paying industries or geographies. In practice, savvy negotiators armed with these benchmarks can better advocate for pay hikes or equity grants during performance reviews or job offers.

- **Budgeting for Equity and Bonuses**: Given the trend toward equity and bonuses in RevOps packages, companies should ensure RevOps comp plans are designed intentionally. As one expert advises, RevOps incentive plans should align with cross-functional KPIs and avoid simply copying a sales quota model (Source: www.quotapath.com). For example, linking incentives to customer success or retention can drive the right outcomes. Thus, compensation committees must tailor plans for RevOps roles rather than rely on standard sales comp templates (Source: www.quotapath.com) (Source: www.quotapath.com).

- **Geographic and Remote Work Effects**: The 20–30% pay differential for tech hubs (Source: www.quotapath.com) underscores companies' readiness to pay location premiums. However, the spread may narrow as remote work normalizes. If firms increasingly allow RevOps teams to work from anywhere, they might need to adjust pay bands accordingly. Early data from co-op reports hint that broader geographic hiring can bid up remote salaries as companies compete nationally (Source: dataminnow.com).

- **Skills and Training**: The strong correlation between specialized skills and pay (analytical ability, CRM expertise) suggests that RevOps professionals can boost their market value by upskilling. Likewise, organizations may invest in training or certifications (Salesforce, RevOps credentials) to elevate their internal talent, potentially enabling higher compensation justified by higher competencies.

- **Technology Impact**: As AI and automation penetrate revenue tools (predictive forecasting, lead scoring), RevOps roles will likely become more data-centric. Experts predict that familiarity with emerging revenue intelligence platforms and big data tools will be increasingly rewarded (Source: www.quotapath.com) (Source: dataminnow.com). Consequently, we anticipate future salary growth for RevOps practitioners who master these new technologies, possibly widening compensation disparities between high-tech-savvy RevOps and those with more traditional skill sets.

- **Competitive Trends**: With approximately **174,000** RevOps-related job postings in the U.S. (Source: revopscareers.com), the hiring market is highly competitive. For employers, this means bidding wars for talent may continue in the near term. Conversely, the large talent pool also offers opportunities to raise the bar for qualifications. Either way, it is likely that average compensation will remain elevated (or even climb) relative to legacy operations roles in sales or marketing.

In summary, the **future outlook for RevOps compensation is "promising"**, to quote one analysis (Source: dataminnow.com). The growing recognition that well-designed RevOps functions translate into outsized revenue gains (e.g. +36% growth (Source: revopscareers.com) suggests companies will continue to invest in this area. For professionals, staying informed on salary trends, sharpening valuable skills (data analysis, strategic planning), and understanding their market worth will be crucial in negotiating fair pay.

Conclusion

Revenue Operations has emerged as a crucial organizational function, and compensation in this field reflects its strategic importance. Our comprehensive review finds that RevOps professionals—from analysts to directors—enjoy robust salary packages that increasingly rival those of traditional revenue-generating roles. Key takeaways include:

- Median RevOps salaries are high and continuing to grow, with entry-level roles around $85K–$125K and senior leaders often exceeding $200K in total compensation (Source: www.quotapath.com) (Source: www.glassdoor.com).
- Compensation varies widely by factors: technology and enterprise companies pay the most, major cities offer significant premiums, and experience/skills command higher pay (Source: dataminnow.com) (Source: www.quotapath.com) (Source: dataminnow.com).
- Beyond base pay, the use of bonuses, accelerators, and equity in RevOps comp plans is expanding, aligning incentives with cross-functional revenue objectives (Source: www.quotapath.com) (Source: www.quotapath.com).
- Current trends point to continued salary growth (5%+ YOY) and increasing demand, making RevOps one of the hottest career paths in the revenue domain (Source: www.quotapath.com) (Source: revopscareers.com).

For companies, the implication is clear: to build effective RevOps teams, one must budget top-tier compensation packages. For professionals, the landscape is encouraging: competitive salaries, combined with expanding strategic responsibilities, mean RevOps offers a lucrative and rewarding career trajectory. By grounding decisions in data – such as the benchmarks provided here – stakeholders on all sides can make informed, strategic choices about hiring, negotiating, and investing in RevOps talent.

Sources: Industry reports, salary surveys, and expert analyses were used extensively throughout this report. Figures and quotations are cited inline from reputable outlets including Glassdoor, BoostUp.ai, Betts Recruiting, ZipRecruiter, and RevOps practitioners' publications (Source: www.boostup.ai) (Source: bettsrecruiting.com) (Source: www.glassdoor.com) (Source: www.quotapath.com) (Source: revopscareers.com).

Tags: revops salary, revenue operations, compensation benchmarks, sales operations, revops manager salary, ote compensation, revops jobs, tech salary

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About Cirra

About Cirra AI

Cirra AI is a specialist software company dedicated to reinventing Salesforce administration and delivery through autonomous, domain-specific AI agents. From its headquarters in the heart of Silicon Valley, the team has built the **Cirra Change Agent** platform—an intelligent copilot that plans, executes, and documents multi-step Salesforce configuration tasks from a single plain-language prompt. The product combines a large-language-model reasoning core with deep Salesforce-metadata intelligence, giving revenue-operations and consulting teams the ability to implement high-impact changes in minutes instead of days while maintaining full governance and audit trails.

Cirra AI's mission is to **"let humans focus on design and strategy while software handles the clicks."** To achieve that, the company develops a family of agentic services that slot into every phase of the change-management lifecycle:

- **Requirements capture & solution design** – a conversational assistant that translates business requirements into technically valid design blueprints.
- **Automated configuration & deployment** – the Change Agent executes the blueprint across sandboxes and production, generating test data and rollback plans along the way.
- **Continuous compliance & optimisation** – built-in scanners surface unused fields, mis-configured sharing models, and technical-debt hot-spots, with one-click remediation suggestions.
- **Partner enablement programme** – a lightweight SDK and revenue-share model that lets Salesforce SIs embed Cirra agents inside their own delivery toolchains.

This agent-driven approach addresses three chronic pain points in the Salesforce ecosystem: (1) the high cost of manual administration, (2) the backlog created by scarce expert capacity, and (3) the operational risk of unscripted, undocumented

changes. Early adopter studies show time-on-task reductions of 70-90 percent for routine configuration work and a measurable drop in post-deployment defects.

Leadership

Cirra AI was co-founded in 2024 by **Jelle van Geuns**, a Dutch-born engineer, serial entrepreneur, and 10-year Salesforce-ecosystem veteran. Before Cirra, Jelle bootstrapped **Decisions on Demand**, an AppExchange ISV whose rules-based lead-routing engine is used by multiple Fortune 500 companies. Under his stewardship the firm reached seven-figure ARR without external funding, demonstrating a knack for pairing deep technical innovation with pragmatic go-to-market execution.

Jelle began his career at ILOG (later IBM), where he managed global solution-delivery teams and honed his expertise in enterprise optimisation and AI-driven decisioning. He holds an M.Sc. in Computer Science from Delft University of Technology and has lectured widely on low-code automation, AI safety, and DevOps for SaaS platforms. A frequent podcast guest and conference speaker, he is recognised for advocating "human-in-the-loop autonomy"—the principle that AI should accelerate experts, not replace them.

Why Cirra AI matters

- **Deep vertical focus** – Unlike horizontal GPT plug-ins, Cirra's models are fine-tuned on billions of anonymised metadata relationships and declarative patterns unique to Salesforce. The result is context-aware guidance that respects org-specific constraints, naming conventions, and compliance rules out-of-the-box.
- **Enterprise-grade architecture** – The platform is built on a zero-trust design, with isolated execution sandboxes, encrypted transient memory, and SOC 2-compliant audit logging—a critical requirement for regulated industries adopting generative AI.
- **Partner-centric ecosystem** – Consulting firms leverage Cirra to scale senior architect expertise across junior delivery teams, unlocking new fixed-fee service lines without increasing headcount.
- **Road-map acceleration** – By eliminating up to 80 percent of clickwork, customers can redirect scarce admin capacity toward strategic initiatives such as Revenue Cloud migrations, CPQ refactors, or data-model rationalisation.

Future outlook

Cirra AI continues to expand its agent portfolio with domain packs for Industries Cloud, Flow Orchestration, and MuleSoft automation, while an open API (beta) will let ISVs invoke the same reasoning engine inside custom UX extensions. Strategic partnerships with leading SIs, tooling vendors, and academic AI-safety labs position the company to become the de-facto orchestration layer for safe, large-scale change management across the Salesforce universe. By combining rigorous engineering, relentlessly customer-centric design, and a clear ethical stance on AI governance, Cirra AI is charting a pragmatic path toward an autonomous yet accountable future for enterprise SaaS operations.