OpsStar of the Year

This annual "best in show" award recognizes the standout achievements or contributions to the industry of one Ops professional.

THE WINNER

Kelly Goles

Manager, Revenue Marketing Operations

NVIDIA.

The Challenge

NVIDIA has a large and complex account management process that has traditionally been through internal sellers and an ecosystem of channel partners. When Kelly joined NVIDIA six years ago to work in marketing operations, NVIDIA was taking steps to build a traditional lead management model and a more direct customer motion. The first SDR hire was made and lead management was taking more of a forethought.

From roles in marketing ops, sales operations, and revenue marketing ops at NVIDIA Kelly built out the MarTech stack, processes, and eventually a team that would cover lead management, enablement, automation, campaign management, and integrating processes across operations functions.

Developing a tech stack presented its own set of challenges in three main areas: **triggering, orchestration, and action.** Triggering relied on gathering sufficient customer data to build an accurate scoring and intent model. Orchestration required correctly routing leads to the appropriate rep based on attributes and next steps. Actioning had to align with the customer journey to appropriate paths in sales, marketing, customer success, developer relations, or co-selling with partners.

To add to the challenges, change management was historically difficult and would require a top-down directive and a bottoms-up adoption strategy.

The Operational Approach

Triggering: NVIDIA uses Salesforce as the core customer database for its operating model, where specific individuals are flagged to "trigger" actions based on complex inputs. Triggers are determined by a Customer Data Platform that compiles customer profiles based on interactions with NVIDIA's marketing, developer programs, partners, sales, and third-party data from vendors like People.ai and 6Sense. A "Propensity to Buy" AI model developed by data scientists on the Revenue Marketing team analyzes this data to determine buying intent scores at both account and individual levels, which then guide demand generation and ABX campaigns.

Orchestration: Once flagged, LeanData routes Leads to the appropriate sales, customer success, developer, or other customer-facing teams for follow-up action. This process ensures the individual isn't already engaged by another team. "We're moving towards looking at orchestration as connecting via queuing to engagement tools that tees up or automatically executes tasks for sellers in a tool vs a notification like we've done in the past," says Kelly.

Action: Flagged Leads and Contacts are put into inbound and outbound campaigns in SFDC that correlate actions the seller, marketing, developer relations, customer success, and partners could take. Soon, Gen AI emails and content recommendations will help create these sales campaigns based on the customer journey detected from previous touchpoints in the CDP.

Operational Results

Thanks to a built-out Operations team, updated tech stack, and cross-functional alignment, Kelly and her team streamlined lead management and simplified departmental reporting around traditional KPIs like conversion rates, pipeline, churn, and revenue.

NVIDIA saw major increases in its database and sourced revenue because of these changes. Automation saves Operations and Sales time hours each week on Salesforce administrative tasks and boosts lead outreach per sales representative.

Positive measurable impact includes:

- 1,500 hours per week of sales users' time saved.
- 4x the amount of Leads that representatives can work.
- $9.1 million worth of Contact additions to the CRM.
- $1+ million in sourced pipeline compared to the previous year, and influenced over $60 million.

"I think it's important to cross-functionally coordinate the effort not just with a demand generation or ABM focus but in the context of customer success, developer programs (if applicable), and other customer-facing functions that are working with the same user base."

Kelly Goles, Manager, Revenue Marketing Operations, NVIDIA