



Director of RevOps

Company: LASSO

Team: Revenue

Reports to: President & CRO

Location: Offices in Orlando, Nashville, Atlanta, Charleston (Open to remote)

About LASSO

LASSO is the all-in-one platform where event and entertainment companies work. We provide project management, inventory management, and workforce management software that helps event companies with:

- Growing revenue
- Streamlining operations
- Controlling costs
- Minimizing risk
- Real-time insights
- Attracting AV talent
- Producing events

Our mission is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc.

LASSO is proud to have been recognized as a Best & Brightest Company to Work For for the past seven consecutive years (2018–2025). We were also named one of Inc. 5000's fastest growing companies two years in a row and are honored to be featured in Inc.'s prestigious 2024 Best Workplaces list.

About the Role

We're looking for a Director of Revenue Operations who is equal parts strategist and builder-- someone who is a 10/10 on curiosity and who doesn't just look at the data but digs deep to understand why, connect the dots, and push the business. This role is perfect for someone with a

relentless focus on revenue, deeply analytical, and thrives in fast-growing, high demand tech environments, especially those with multi-product complexity. This role is the strategic and technical force behind how we leverage data across marketing, sales, and customer success to drive smarter decisions, streamline operations and push LASSO forward with smarter forecasting, AI-driven insights and clear, data-backed action plans. You'll own integrations between our product, internal tools, and GTM systems to create a unified view of the prospect/customer journey and enable operational efficiency and ultimately drive revenue growth.

What You Will Do

- Own the end-to-end revenue operations strategy with a focus on scalable systems and enabling our revenue team with actionable data insights
- Work with our Manager of Revenue Operations to build and maintain workflows that connect product usage data with our CRM (HubSpot) and other GTM tools
- Leverage AI and automation tools to accelerate insights, enhance planning and streamline workflows.
- Anticipate roadblocks and proactively build solutions that remove friction and increase efficiency
- Automate workflows that trigger actions across marketing, sales, and CS based on product behavior or GTM signals
- Partner with Leadership, Product, and GTM teams to develop metrics, dashboards, and data products that improve pipeline velocity, customer expansion, and retention
- Own and manage integrations across tools like Snowflake, HubSpot, and customer data platforms
- Surface actionable insights that help AEs, CSMs, and marketers prioritize accounts and outreach
- Act as a systems engineer and data translator between technical and non-technical stakeholders
- Act as a thought partner for how automation and emerging tech can scale revenue operations.

What You'll Bring

- 5+ years of experience in Revenue Operations or Strategy in a high growth vSaaS environment (bonus points for experience across Series B-D stages)
- Experience managing data with multi-product complexity
- High curiosity, data obsession and focus on solving problems
- Strong experience with HubSpot and modern data stack tools (e.g., dbt, Snowflake, Fivetran) and forecasting frameworks
- Comfort with APIs and webhooks to move data across systems or automate processes
- Experience using AI tools to support planning, decision making and data hygiene

- Strong understanding of the SaaS customer journey and how GTM motions work across marketing, sales, and customer success
- Comfortable working cross-functionally in a fast-paced startup environment

Why This Role Matters

Your work will give us real-time intelligence about our funnel, customers, and expansion opportunities. You'll help us scale smarter—not just bigger—by making sure the right people have the right data at the right time. You will enable and expedite our growth.

We look for individuals that align to our core values: Believe the Best, Act with Purpose, Champion Success, Think Like an Owner, Be a Trailblazer, Saddle up.

Benefits

- + Hybrid work environment
- + Competitive salary
- + Health, Dental, Vision, STD/LTD coverage, starting Day 1
- + 401k match
- + Educational Assistance
- + Professional Development stipend
- + Flexible PTO
- + Technology tools to do your best work
- + Awesome co-workers