



Revenue Operations Manager

Company: LASSO

Team: Revenue Operations

Reports to: VP, Strategic Operations

Location: Remote | Preferred: Charleston, Atlanta, Nashville

About LASSO

LASSO is the all-in-one platform where event 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 (2018-2024). We were also named one of Inc. 5000's fastest growing companies in 2022 (#1155 overall and #146 in technology) and are honored to be featured in Inc.'s prestigious 2024 Best Workplaces list.

About the Role

We're looking for a strategic and hands-on Revenue Operations Manager to own our HubSpot ecosystem and support cross-functional revenue teams (Sales, Professional Services, Marketing, and Customer Success). You'll be the go-to expert for optimizing our sales, CS, and marketing operations and GTM tech stack-ensuring data integrity, leveraging

AI to drive efficiencies, and enabling scalable processes that support aggressive growth goals.

What You Will Do

HubSpot Administration & Strategy

- Own the day-to-day administration, configuration, and ongoing optimization of the HubSpot CRM, ensuring it aligns with business needs and scales with growth
- Design, implement, and maintain workflows, lead scoring models, lifecycle stages, custom reporting, sequences, and pipeline automation to support the full revenue funnel
- Collaborate closely with GTM teams (Sales, Marketing, Customer Success) to drive adoption of processes, increase system utilization, and unlock new revenue opportunities
- Proactively monitor for data integrity issues, ensuring accuracy, consistency, and completeness of CRM data through audits and cleanup initiatives

Revenue Operations Enablement

- Support alignment between sales, marketing, and customer success through process optimization and cross-functional insights.
- Create and maintain dashboards that measure funnel efficiency, pipeline health, and revenue performance.
- Assist in territory planning, quota setting, and forecasting support.

AI & Automation Strategy

- Evaluate and implement GTM tools including AI-focused tools (e.g., generative AI, data enrichment) to drive efficiency across the revenue org.
- Act as a thought partner for how automation and emerging tech can scale revenue operations.

GTM Systems & Tech Stack

- Serve as the systems admin and integrator for tools connected to HubSpot, including PandaDoc, Maxio, Intercom, Slack, Apollo, Avoma, and Sakari
- Ensure data consistency and proper lead flow across the revenue tech stack, recommending system improvements as needed

What Will Make You Successful

→ **Essential qualifications**

- 5+ years of experience in Revenue Operations, Sales Ops, or Marketing Ops at a high-growth vertical SaaS company (Series B or later preferred)
- Expert-level proficiency in HubSpot, including CRM, Marketing Hub, Service Hub

- Strong understanding of SaaS GTM motions (inbound/outbound sales, PLG, customer success, etc.)
- Experience implementing or working with AI tools to enhance GTM workflows or reporting

→ **Preferred qualifications**

- Familiarity with tools like Zapier, Snowflake, Apollo, Avoma, Intercom
- Experience supporting multi-product SaaS organizations
- Prior ownership of a revenue tech stack migration or revamp

→ **Mindset**

- Analytical mindset with proficiency in Excel/Sheets, HubSpot dashboards, and business reporting
- Collaborative and clear communicator with experience aligning cross-functional teams

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

 **Come join our growing team!**

Apply here: <https://forms.monday.com/forms/9abf67e5b155c48acf59113011617ff6?r=use1>

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of you. Duties, responsibilities, and activities may change, or new ones may be assigned, at any time.