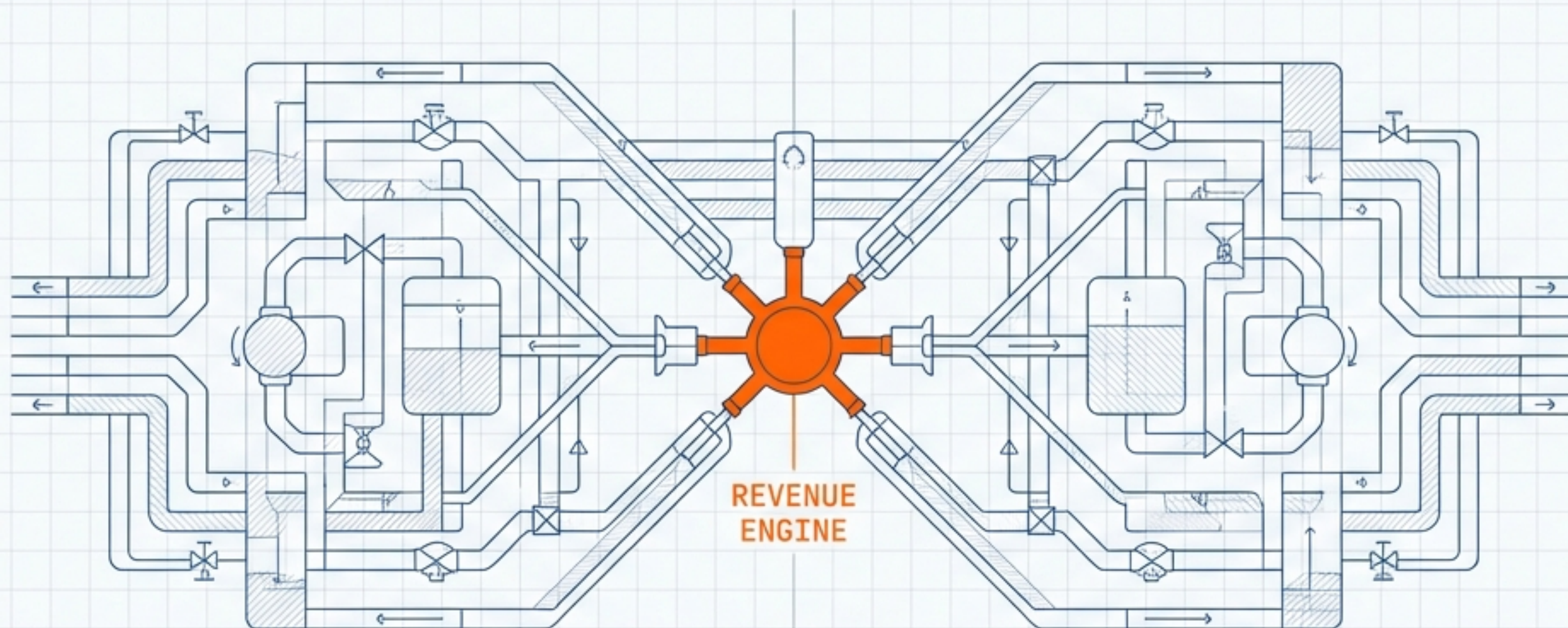


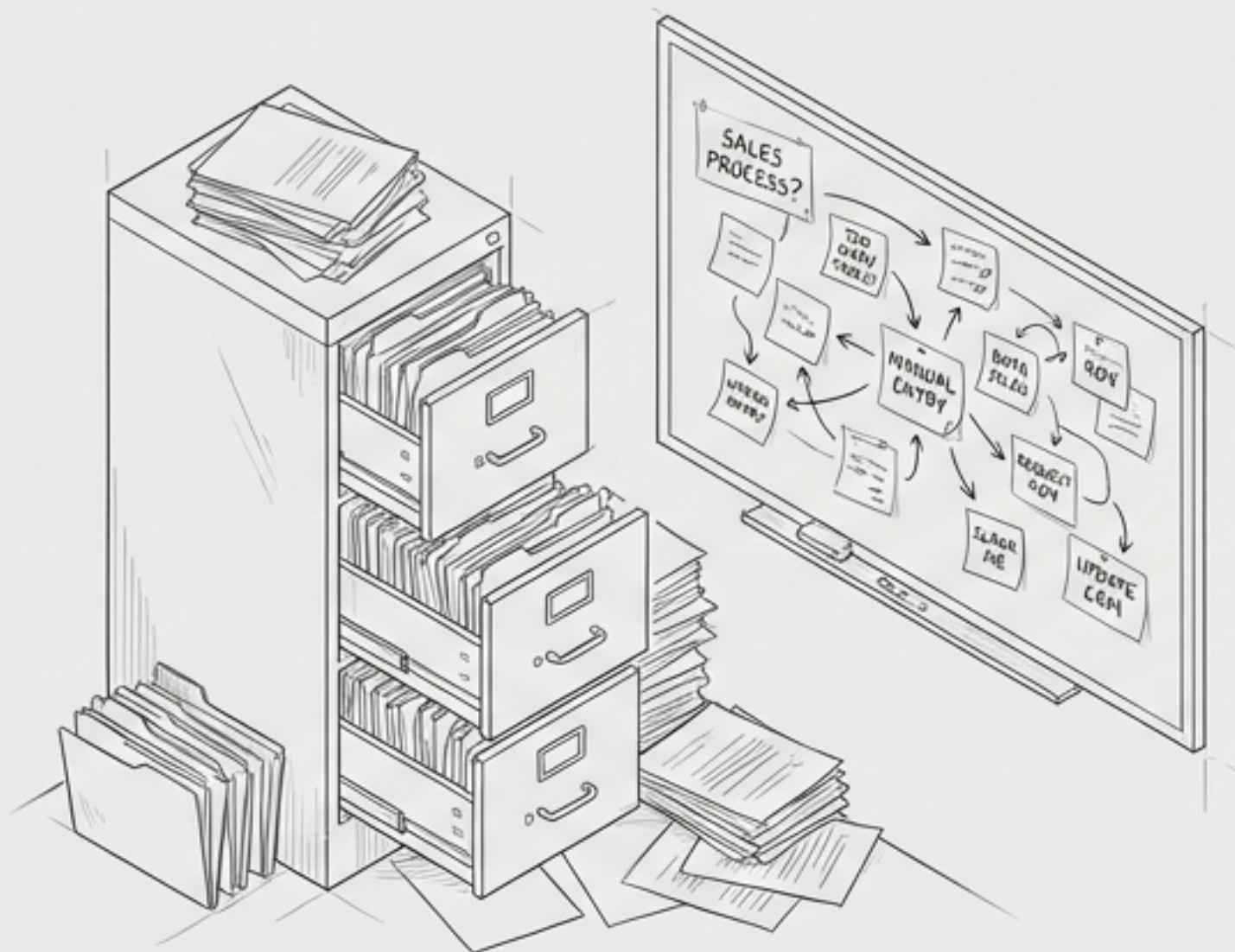
REVENUE OPERATIONS IN THE AI ERA

A Strategic Framework for VP RevOps Leaders Building Agentic Revenue Engines



AUTHOR: JOHN UTLEY
THOUGHT LEADERSHIP PLAYBOOK

Legacy RevOps: Process Owner



- Lives in slideware
- Focuses on tool administration
- Reacts to requests

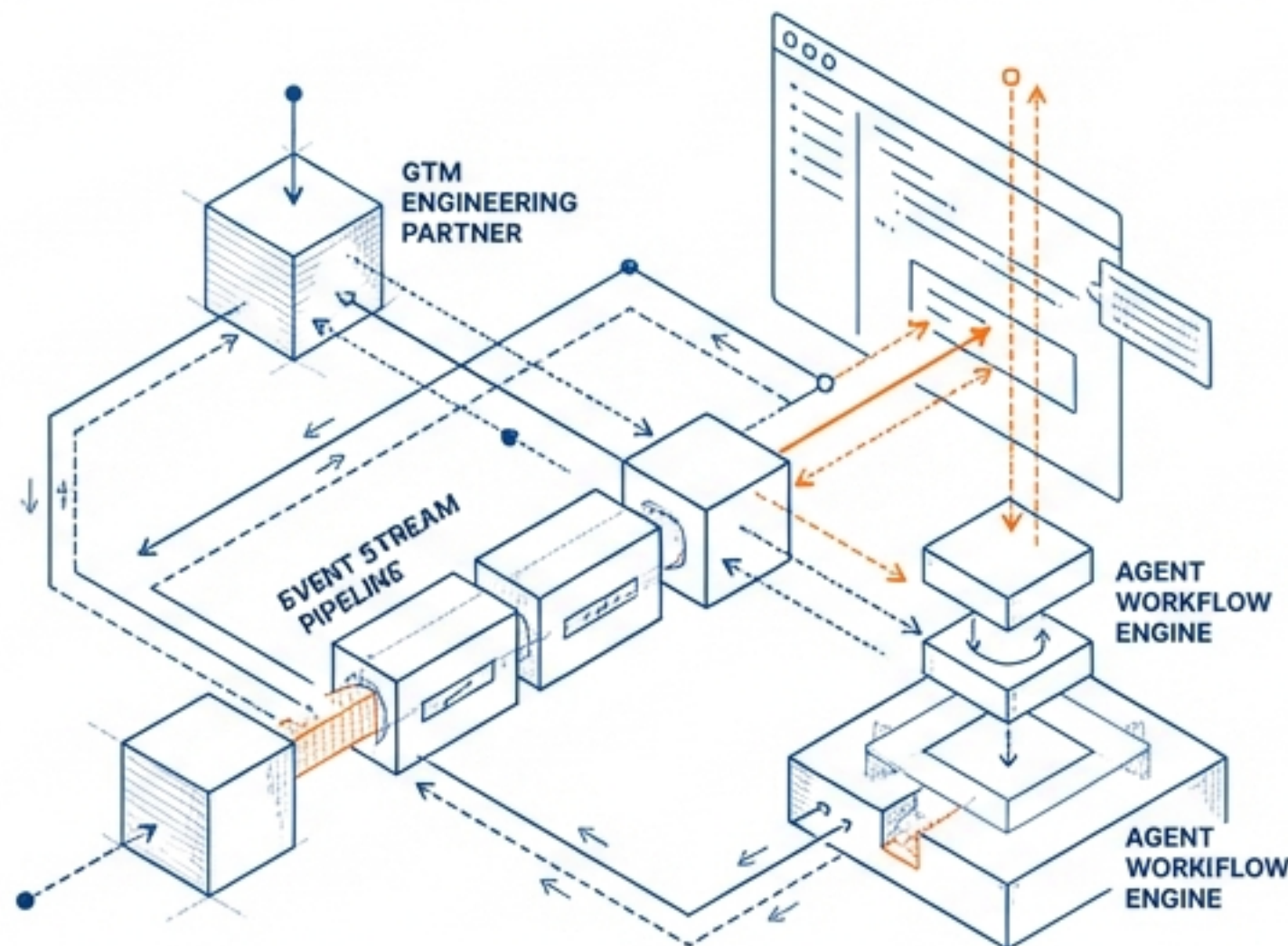
CORE THESIS: The bottleneck is no longer tooling; it is **TRUST**. The primary job is to deliberately sequence change so executives and ICs are willing to let agents **own real parts of the funnel**.

TEEC. 16:9xx x 983 hps 16:9

ABCH. REV. 1.0 - REVOPS TRANSFORMATION

GRID. REFERENCE: JetBrains Mono

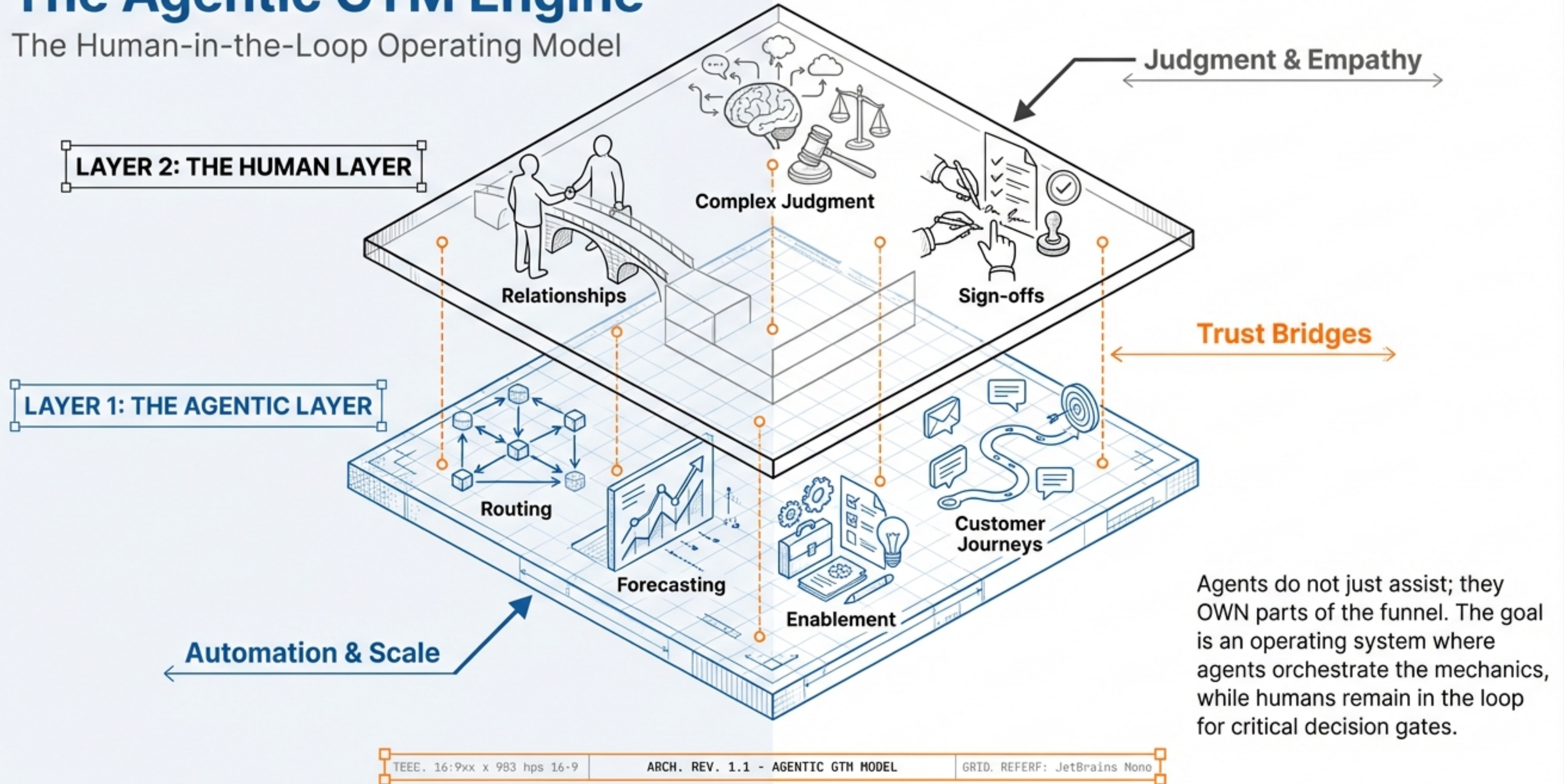
AI RevOps: Light Builder



- Partners with GTM engineering
- Designs event streams, APIs, and agent workflows
- Builds systems that work in production

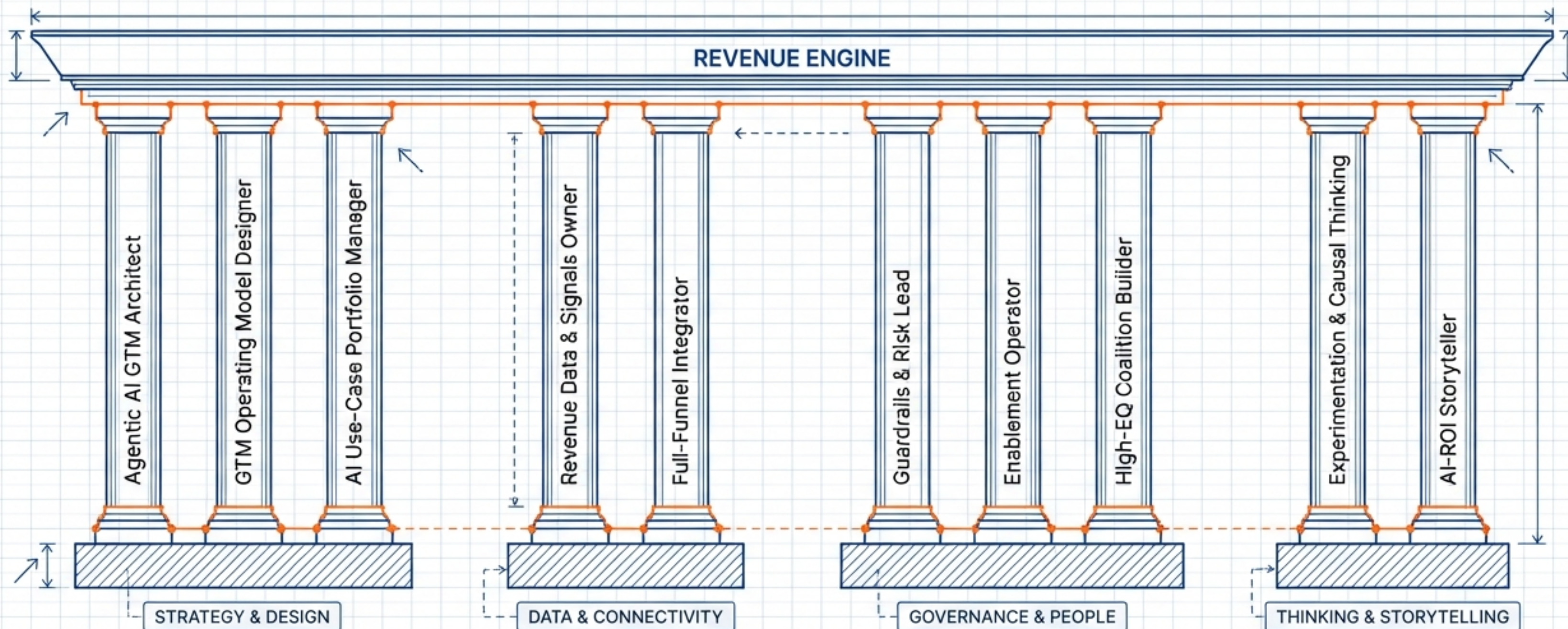
The Agentic GTM Engine

The Human-in-the-Loop Operating Model



10 Pillars of the Agentic Leader

A unified framework for the VP of RevOps



TEEE. 16:9xx x 983 hps 16.9

ARCH. REV. 1.2 - AGENTIC LEADER FRAMEWORK

GRID. REFERF: JetBrains Mono


```

graph LR
    subgraph System
        direction TB
        S[Routing engine]
        S --- SS[Security state]
        S --- PS[Permitted state]
    end
    SS1[Security state] --> S
    S --> PS1[Permitted state]
    SS2[System signal] --> S
    S --> PS2[Permitted state]
    SD[System definition] --> S
    SD --> PS1
    SD --> PS2

```

[illegible]

Deep Dive: The Integrators (Data & Connectivity)

ARCH. REV. 1.3 - DEEP DIVE: INTEGRATORS - GRID. REFERF: JetBrains Mono

Pillar: Revenue Data & Signals Owner

Treats the RevOps stack not as a database, but as a graph of entities and signals (accounts, contacts, intent, risk). Owns the schemas and SLAs that make AI trustworthy.

Signal Graph

THE TRUTH LAYER
ENTITY GRAPH

Sales

CS

Marketing

Product

Finance

Agent Fuel

KEY CONCEPT:

Data health (completeness, deduplication, latency) is no longer hygiene; it is the fuel for agent reliability.

Pillar: Full-Funnel Integrator

Aligns Sales, CS, Marketing, Product, and Finance on one data model.

Deep Dive: The Guardians (Governance & Culture)



Situation containers
direction: top-left to bottom-right

Guardrails & Risk Lead

Defines policies for data exposure and "off switches." Ensures revenue-critical AI never becomes a "black box" and adheres to compliance.

COMPLIANCE_CHECK: [PASSED] //
BLACK_BOX_RISK: [MITIGATED]

TRANSPARENCY
PROTOCOL

JetBrains Mono



BEHAVIORAL
SHIFT MECHANISM

Enablement & Behavior-Change

Ensures managers and ICs actually change how they sell. Uses in-flow coaching and agent-powered nudges.

COACHING_FLOW: [ACTIVE] //
NUDGE_ENGINE: [DEPLOYED]

JetBrains Mono



CONSENSUS
CORE

High-EQ Coalition Builder

Navigates politics between C-Suite (CRO, CMO, CFO). Acts as the neutral "truth over ego" leader of the revenue system.

STAKEHOLDER_ALIGNMENT: [MAXIMIZED] //
NEUTRAL_DATA_FLOW: [CONFIRMED]

JetBrains Mono

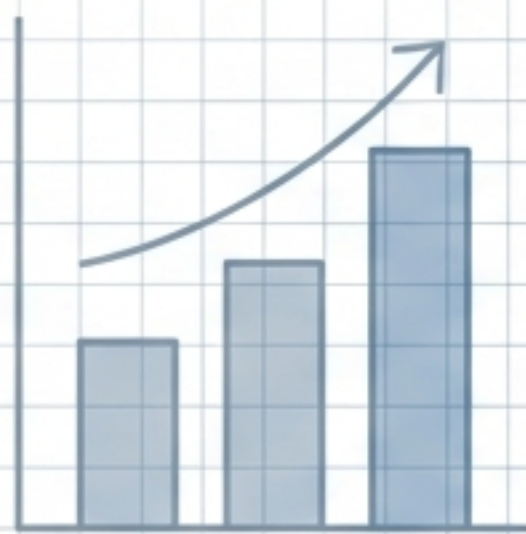
The Experimentation Engine

Pillar: Experimentation & Causal Thinking Leader

0 100

Correlation vs. Causation

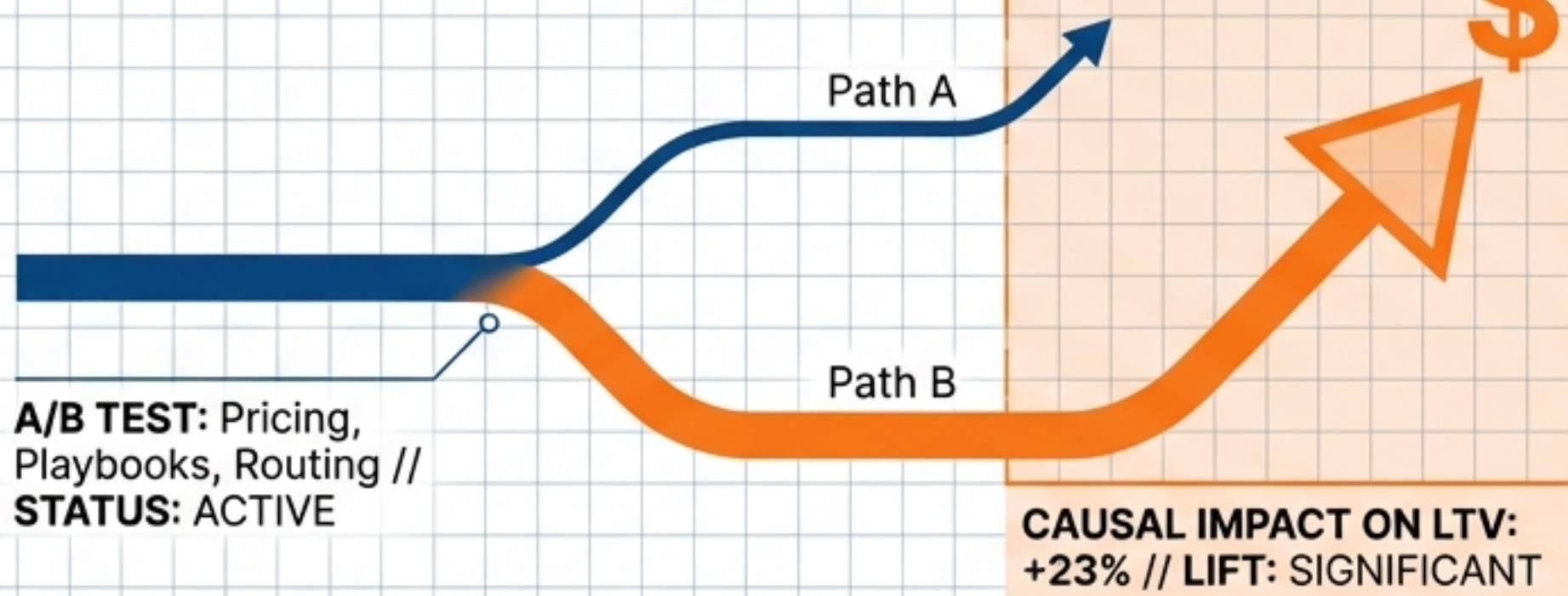
Old Reporting



Vanity Metrics

Reading vanity metrics.

New Causal Reporting

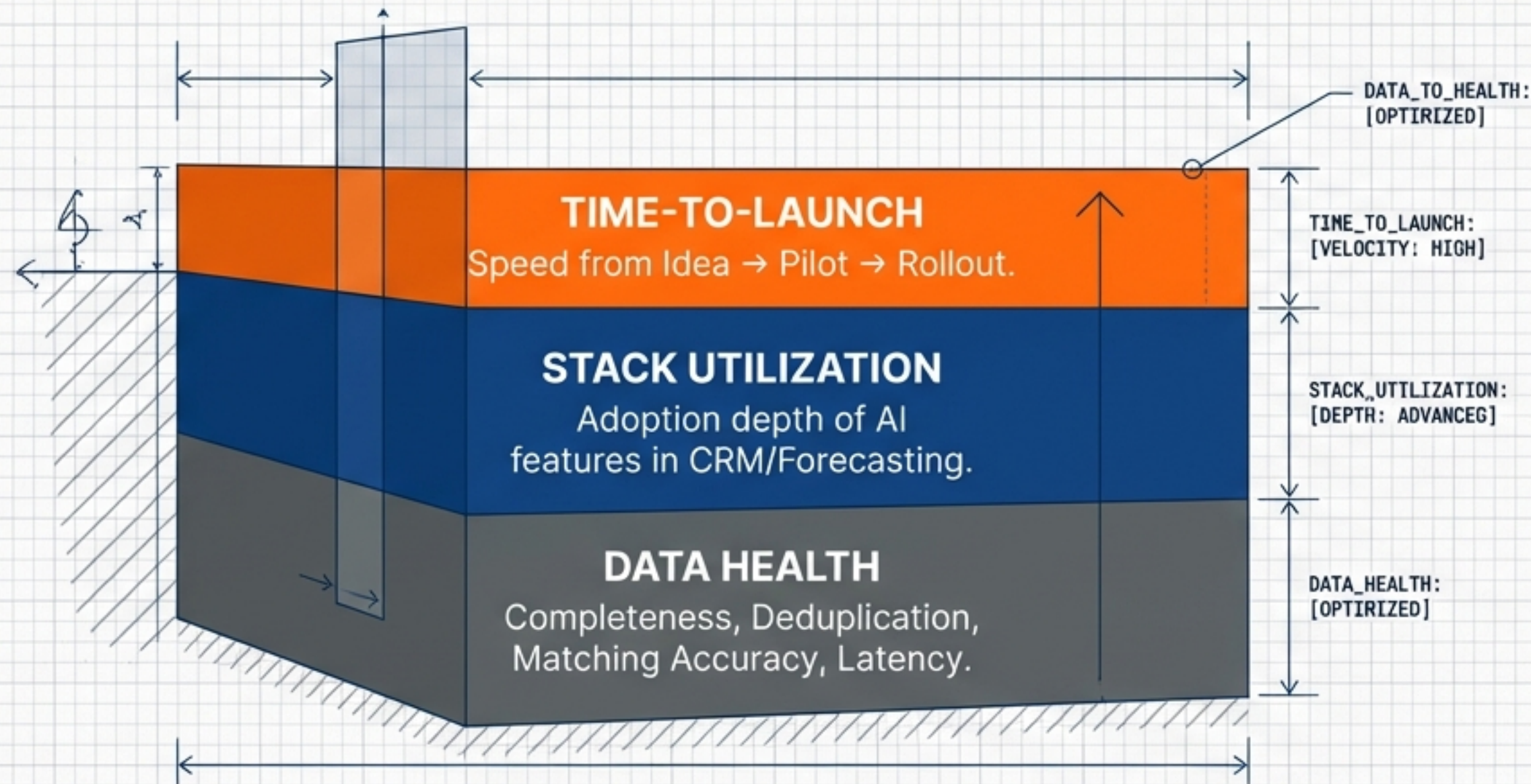


Measuring causal impact on LTV. Rapid A/B testing of pricing, playbooks, and routing.

“Moving from reading correlation dashboards to measuring causal impact on LTV.”

The Foundation of Trust

Readiness Metrics & Data Health



Strategic Note

Trust is built by sequencing change.

1. Pilots
2. Champions
3. Clear 'Off Switches'
4. Scale

CHANGE_SEQUENCE_PROTOCOL: [ACTIVE] // REV. 1.2

The New Scorecard: Business Outcomes

Top-line & Efficiency

Technical: dashboard - monvschenical dividesion



Revenue vs. Pre-AI Baseline
YTD vs. 2023 Avg.



Sales Productivity (Rev/Seller)
Average per Rep



CAC Payback Period
Customer Acquisition



Pipeline-to-Spend Ratio
Efficiency

Funnel Performance

Technical dashboard - mestotechnical dividesion



Conversion Rates (AI-Attributed)
Lead to Closed-Won



Time-to-First-Value
Onboarding Speed



Win-Rate Uplift (AI-Assisted vs. Non-Assisted)
Deal Conversion

The New Scorecard: Agents & Adoption

System Health Metrics & Data Health.

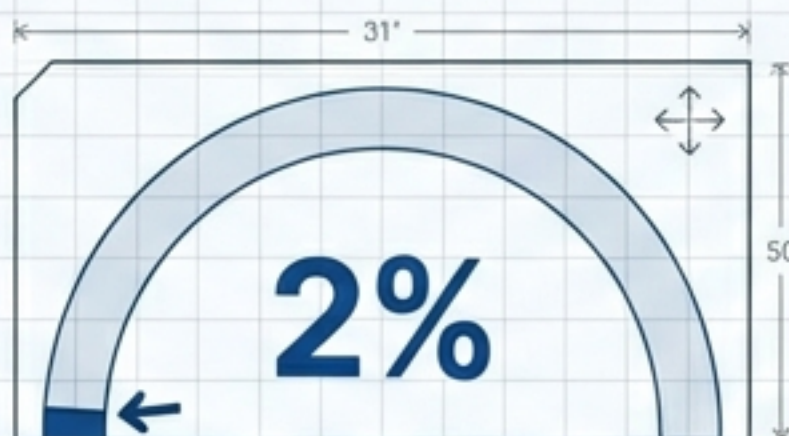
AI & Agentic Performance

Technical: dashboard - agentic execution divisions.



Automation Rate
(% Workflows executed by Agents)

AGENT_AUTOMATION
[HIGH]



Error / Rollback Rates

ERROR_RATE:
[MINIMAL]



Cost Per Successful Agent Action

Adoption & Enablement

Technical dashboard - adoption & trust divisions.



% Reps using AI Workflows

ADOPTION_RATE:
[WIDESPREAD]



CSAT for AI Journeys

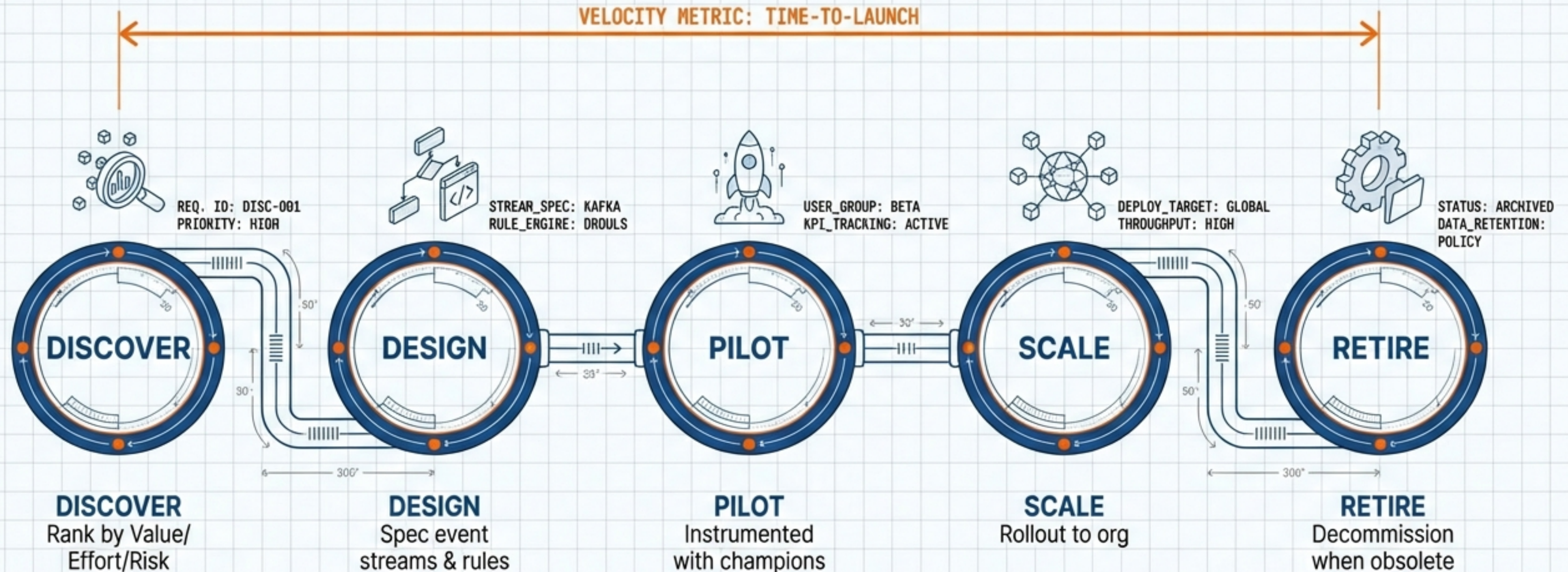
CSAT_SCORE:
[EXCELLENT]



Trust Indicator (Willingness to allow autonomy)

TRUST_LEVEL:
[GROWING]

Managing the Portfolio: The AI Use-Case Lifecycle



Keeping the Black Box Open

Governance & Risk Mechanisms

Human Sign-off Thresholds

Defining when a human MUST intervene.

Escalation Paths

Clear routes for agents to hand off when confidence is low.

QA Sampling

Regular audits of agent outputs.

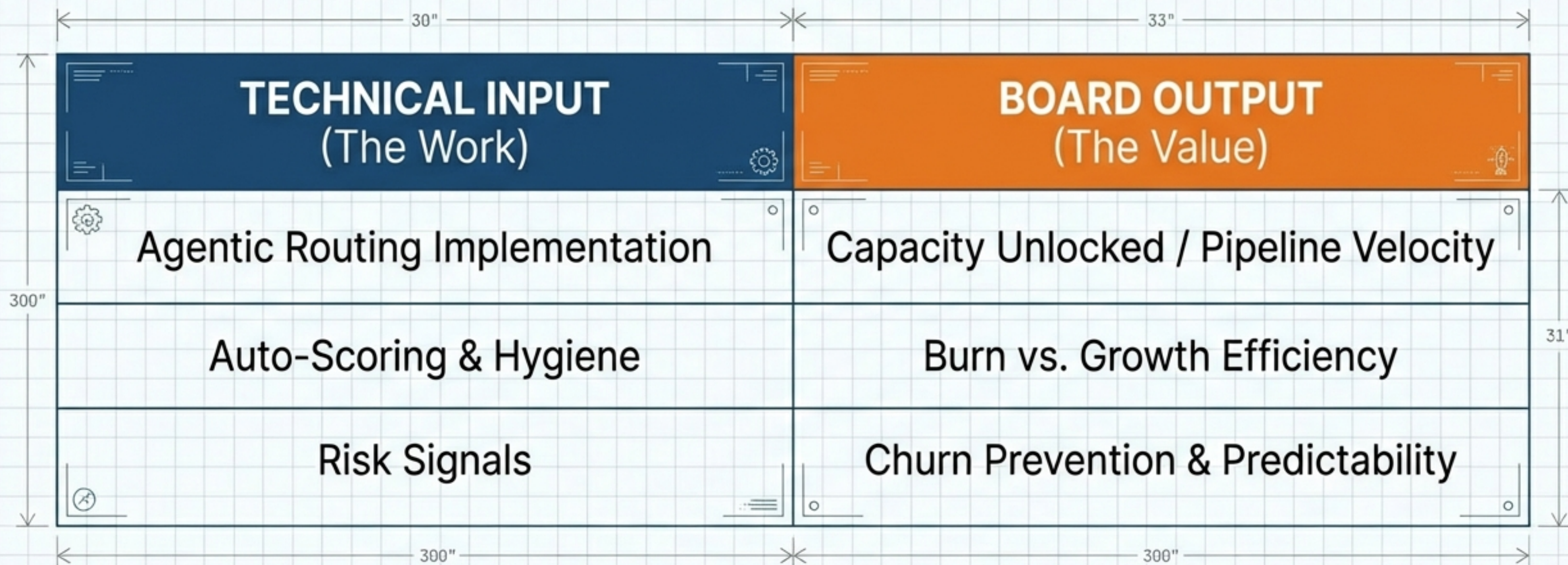
Compliance

Data exposure policies & permissions.

Revenue-critical AI must never be opaque.

The ROI Story: Speaking to the Board

Translating technical changes into business outcomes.



Advice: Frame everything in language that resonates with investors—Risk, Burn, and Growth.

The Future State

The VP of RevOps is no longer a support function.

You are the architect of the company's most valuable asset: its Go-to-Market Intelligence.



ARCHITECT.

**BUILD.
ORCHESTRATE.**

Revenue Operations in the AI Era