A VISUAL ANALYSIS

Sales Ops vs. Business Ops vs. Marketing Ops:

- **Sales Ops**: Focused on sales strategies, forecasting, and customer engagement.
- **Business Ops**: Involved in financial management, strategic planning, and resource allocation.
- **Marketing Ops**: Responsible for marketing campaigns, brand management, and market analysis.

**Bachelor of Engineering/Technology**

- **Certifications**
  - United States For-Profit College
  - International
  - Bachelor of Business Administration

**Company Size**

- **5001-10000**
- **1001-5000**
- **201-500**
- **51-200**
- **11 - 50**
- **0 5000 15000 25000 35000 10000 20000 30000**

**SECTOR**

- **Industrial**
- **Software**
- **Retail & Consumer**
- **Pharmaceutical**
- **Healthcare & Insurance**
- **Transport**
- **Technology & Software**

**Business and marketing operations do not earn or display professional certifications.**

- **Total number of business, sales, marketing operations professionals**
  - **Sales**
  - **Marketing**
  - **Business**

**LinkedIn Job Listings**

- **Business Ops**: 13,182
- **Sales Ops**: 11,977
- **Marketing Ops**: 14,019

**Gender**

- **Male**: 0.64%
- **Female**: 0.24%
- **Undisclosed**: 1.06%

**Education**

- **BACHELOR OF ENGINEERING / TECHNOLOGY**
  - **Bachelor of Business Administration**
  - **Bachelor of Science**
  - **Master of Business Administration**
  - **Master of Computer Applications**
  - **Master of Education**
  - ** PhD**
  - **Doctorate Degree**
  - **Master of Art**
  - **Master of Arts**

**Professional and Executive Certifications**

- **Certified Scrum Master**
- **Six Sigma**
- **Inbound Marketing**
- **Green Belt**

**Total number of positions requiring business, sales, marketing operations skills.**

**Earning a post-graduate degree is not required for a career in operations.**

**Although there’s a comparable gender variation by company size.**

**Relatively few operations professionals are disproportionately likely to invest in marketing operations.**

**LinkedIn Job Listings**: 24,632