What does a CRO do vs. GTM Ops?

Click here to read the full article.

Item	CRO Responsibilities	GTM Strategy & Ops Responsibilities	Impact of Not Having it in Place
Strategic Vision	Sets long-term revenue strategy, aligning sales, marketing, and customer success with business goals.	Defines and operationalizes the strategy, ensuring teams execute effectively.	Misalignment between revenue teams, leading to inefficient execution and missed growth opportunities.
Revenue Forecasting & Planning	Owns top-line revenue forecasting and ensures targets align with company objectives.	Builds data-driven forecasting models and defines the processes needed to ensure data accuracy and visibility across teams.	Inaccurate forecasts leading to poor decision-making and missed targets.
KPIs & Performance Metrics	Defines key revenue metrics and holds teams accountable. Works with sales, marketing, and CS leaders to manage teams and improve performance.	Develops dashboards, analyzes data, and reports insights for decision-making. Reads the story beyond the numbers to see what's really happening in the business.	Lack of visibility into performance, making it difficult to course-correct.
Cross-Functional Alignment	Ensures sales, marketing, and customer success are aligned on strategy and goals.	Builds operational frameworks that drive alignment and accountability. Creates cross-departmental feedback loops and connective tissue that helps everyone work towards the same goals.	Departments work in silos, leading to revenue loss, wasted resources, and inconsistent customer experiences.
Customer Lifecycle & Retention	Focuses on revenue expansion through upsells, cross-sells, and renewals.	Helps define process to retain and grow customers and then builds metrics and systems to track and manage that process.	High churn rates and lost expansion opportunities, impacting revenue growth.
Pricing & Packaging	Defines pricing strategy to optimize revenue and market positioning.	Analyzes pricing effectiveness, ensures competitive insights, and runs experiments.	Suboptimal pricing reducing deal velocity and profitability.
Pipeline Management	Oversees pipeline health and ensures sales teams are driving growth.	Ensures accurate pipeline data, tracks funnel metrics, and identifies risks.	Inconsistent pipeline data leading to poor conversion rates and missed revenue goals.
Sales & Marketing Efficiency	Ensures GTM teams work efficiently to drive customer acquisition and retention.	Optimizes processes, reduces friction, and improves conversion rates.	Increased cost of acquisition, lower retention, and revenue leakage.
Compensation & Incentives	Aligns compensation structures with revenue goals.	Designs and operationalizes commission plans, ensuring accurate payouts.	Misaligned incentives leading to demotivated teams and revenue inconsis
Tech Stack & Automation	Approves and champions technology investments for revenue teams.	Implements, integrates, and optimizes tech stack (CRM, analytics, automation).	Siloed systems, poor data visibility, and inefficiencies in revenue operations.