



OpsStar of the Year

Our annual “best in show” award which recognizes the standout achievements or contributions to the industry of one Ops professional.



“I want to continue to become a leader in the ops space and team up with other amazing operations professionals. I love operations, I want to see it in the spotlight, and I want to help make that happen.”

- Kimberly Galitz, Marketing Operations Manager, Bandwidth



LeanData: How would you describe the role of operations?

Kimberly: Operations is a critical part of every organization. It’s the behind-the-scenes engine that ensures a company’s processes and solutions all work for its marketing and sales functions.

LeanData: What drives you in your operations work?

Kimberly: I’m so passionate about helping organizations and people understand the importance of operations, but also about helping others in the operations community expand their knowledge, careers, and most importantly, their confidence.

I presented on the significance of a Marketing Operations role at Bandwidth, and have now moved into that role. I want to help architect our tools and structure our team in a way that demonstrates the value of operations. Marketing Automation roles are often forced to cover both marketing and campaign operations. Depending on the size of a company, that can lead to burnout and delays in implementations, and can prevent teams from reaching their goals.

LeanData: How would you like to see the operations function evolve?

Kimberly: There is no MOPs degree at university (yet). There aren’t even many entry level positions. Operations is a role you sort of “fall into”, which is why it’s essential for managers to talk about building out these positions. Although it’s a critical function, operations doesn’t often make it into hiring plans.

LeanData: What’s next for you?

Kimberly: I’m hoping to team up with other OpsStars and spread the word about the importance of operations. In the past year, I’ve become a Marketo Champion, Certified LeanData Expert, Bizible User Group Leader, and an overall bigger geek about operations. It was so impactful for me to increase my knowledge, and to help my community of operations friends grow their skills. I will continue to speak about the significance of MarTech and champion the software that I use every day.