Direction reversals of intrinsic toroidal rotation have been observed in Alcator C-Mod Ohmic L-mode plasmas following modest electron density or toroidal magnetic field ramps. For low density plasmas, the rotation is in the co-current direction, and can reverse to the counter-current direction following an increase in the electron density above a certain threshold. The density at which the rotation reverses increases linearly with plasma current, and decreases with increasing magnetic field. The reversal occurs in the plasma interior, inside of the q = 3/2 surface. Reversals from the co- to counter-current direction are correlated with a sharp decrease in density fluctuations with  $k_R > 2$  cm<sup>-1</sup> and frequencies above 70 kHz.