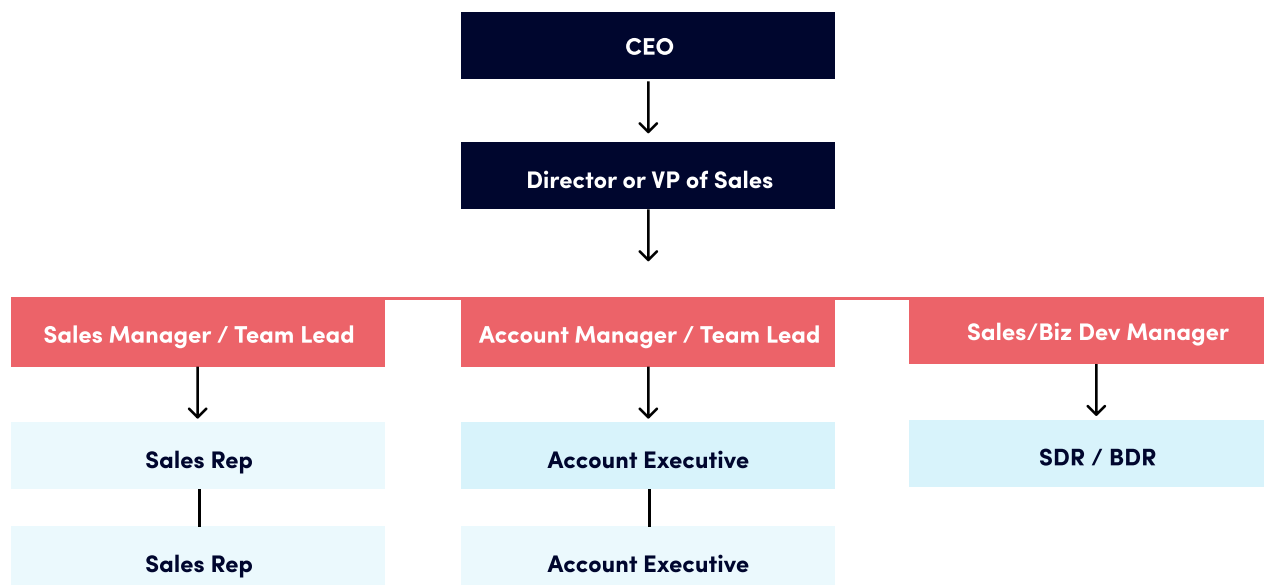


Revenue Org Chart

Go-to-Market

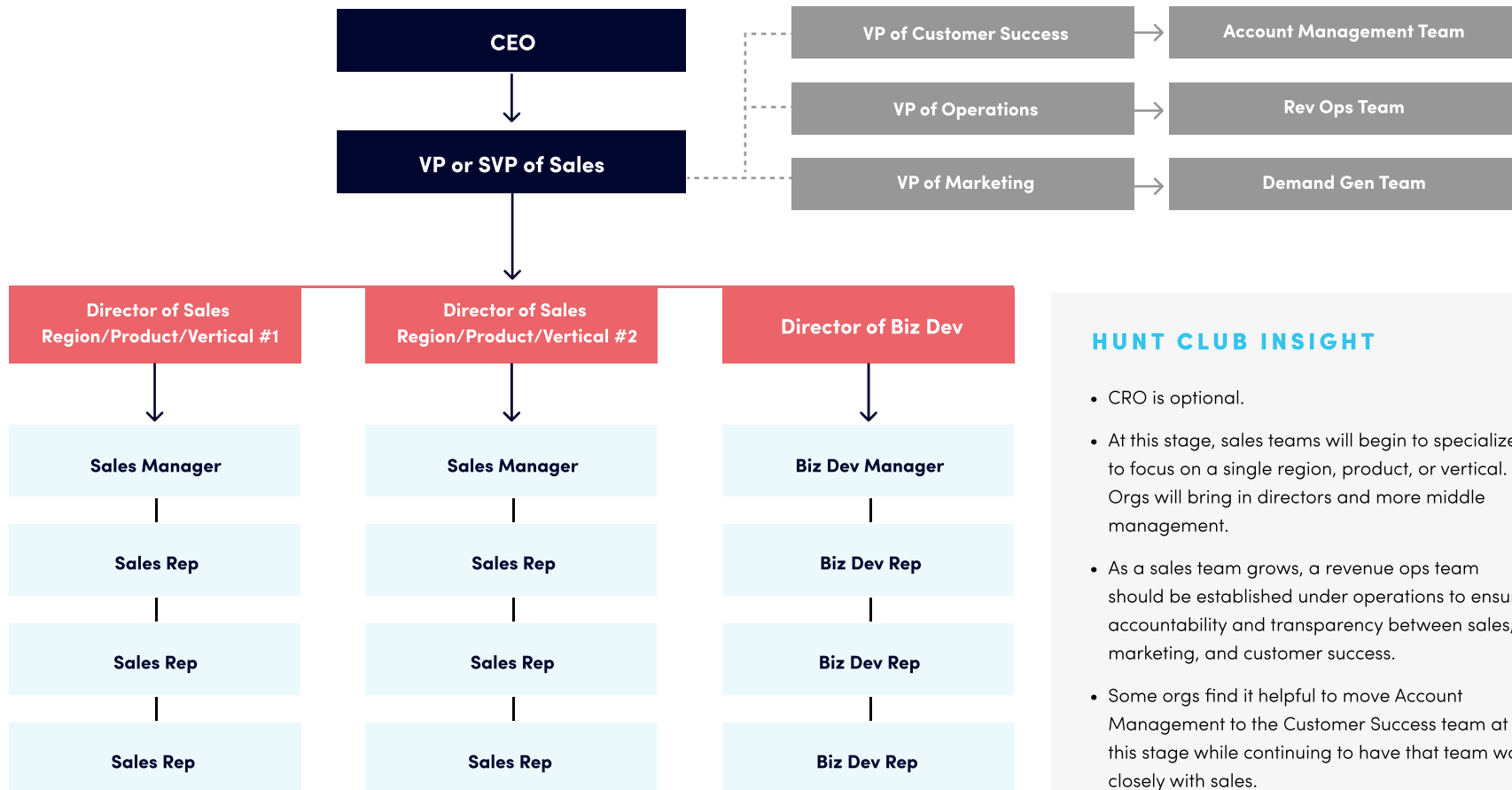


HUNT CLUB INSIGHT

- Typically, a CRO isn't needed at this stage – a Director or VP of Sales will be sufficient.
- If a higher title is important to a candidate, consider using Head of Revenue in their offer.
- If there is a solid funding path and high growth trajectory where a CRO will be needed in 12-24 months and the right candidate is found, set up a clear path and metrics to hit that will lead to a CRO position.

Revenue Org Chart

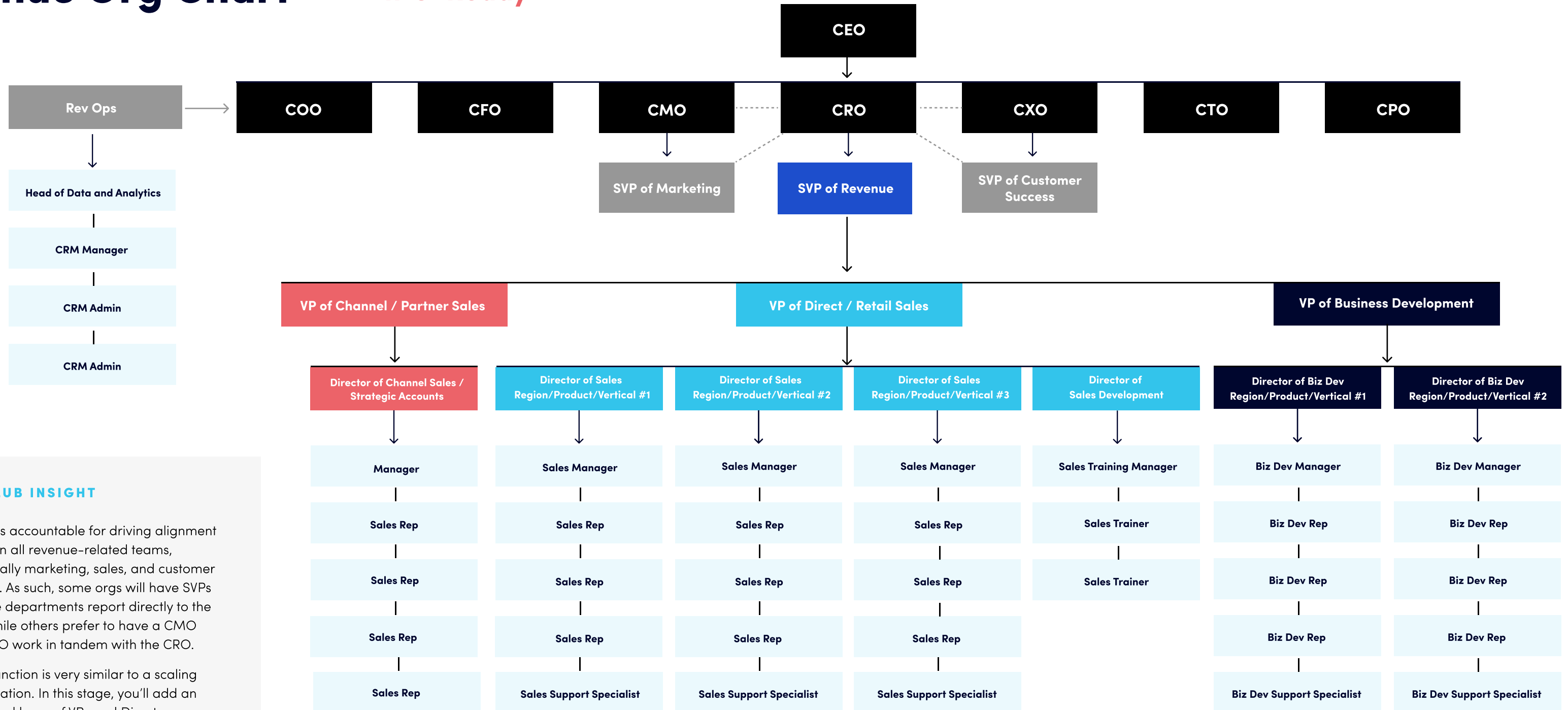
Organizational Scaling



HUNT CLUB INSIGHT

- CRO is optional.
- At this stage, sales teams will begin to specialize to focus on a single region, product, or vertical. Orgs will bring in directors and more middle management.
- As a sales team grows, a revenue ops team should be established under operations to ensure accountability and transparency between sales, marketing, and customer success.
- Some orgs find it helpful to move Account Management to the Customer Success team at this stage while continuing to have that team work closely with sales.

IPO-Ready



HUNT CLUB INSIGHT

- A CRO is accountable for driving alignment between all revenue-related teams, specifically marketing, sales, and customer success. As such, some orgs will have SVPs of these departments report directly to the CRO while others prefer to have a CMO and CXO work in tandem with the CRO.
- Sales function is very similar to a scaling organization. In this stage, you'll add an additional layer of VPs and Directors, along with supportive roles like training, analytics, and reporting.