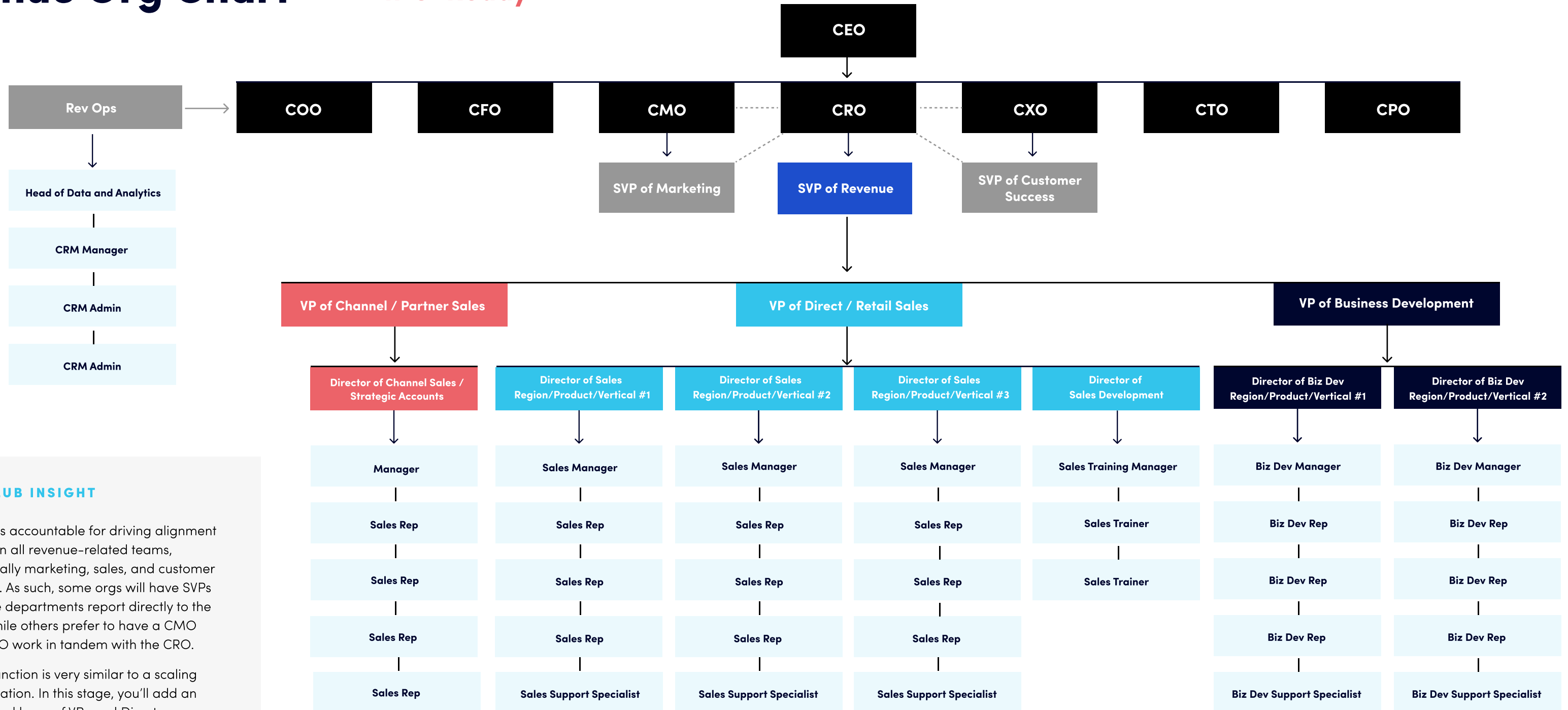


IPO-Ready



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.