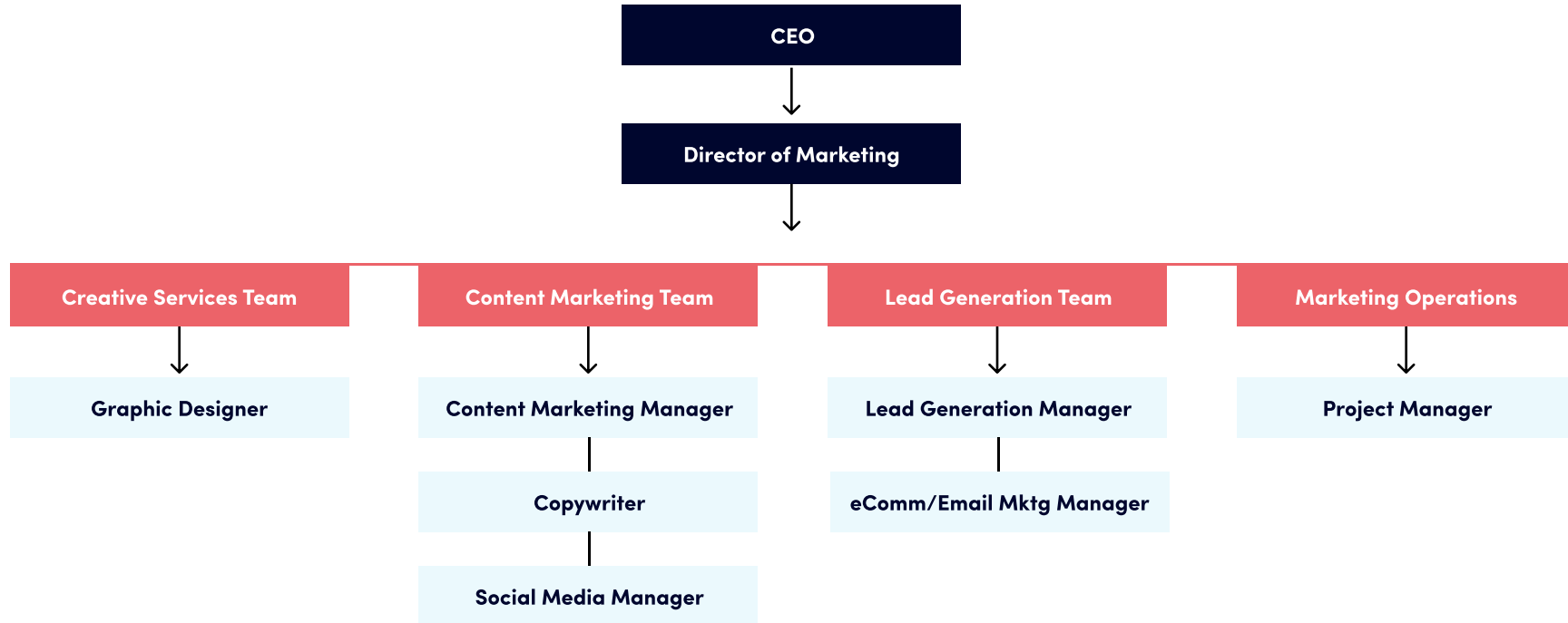


# Marketing Org Chart

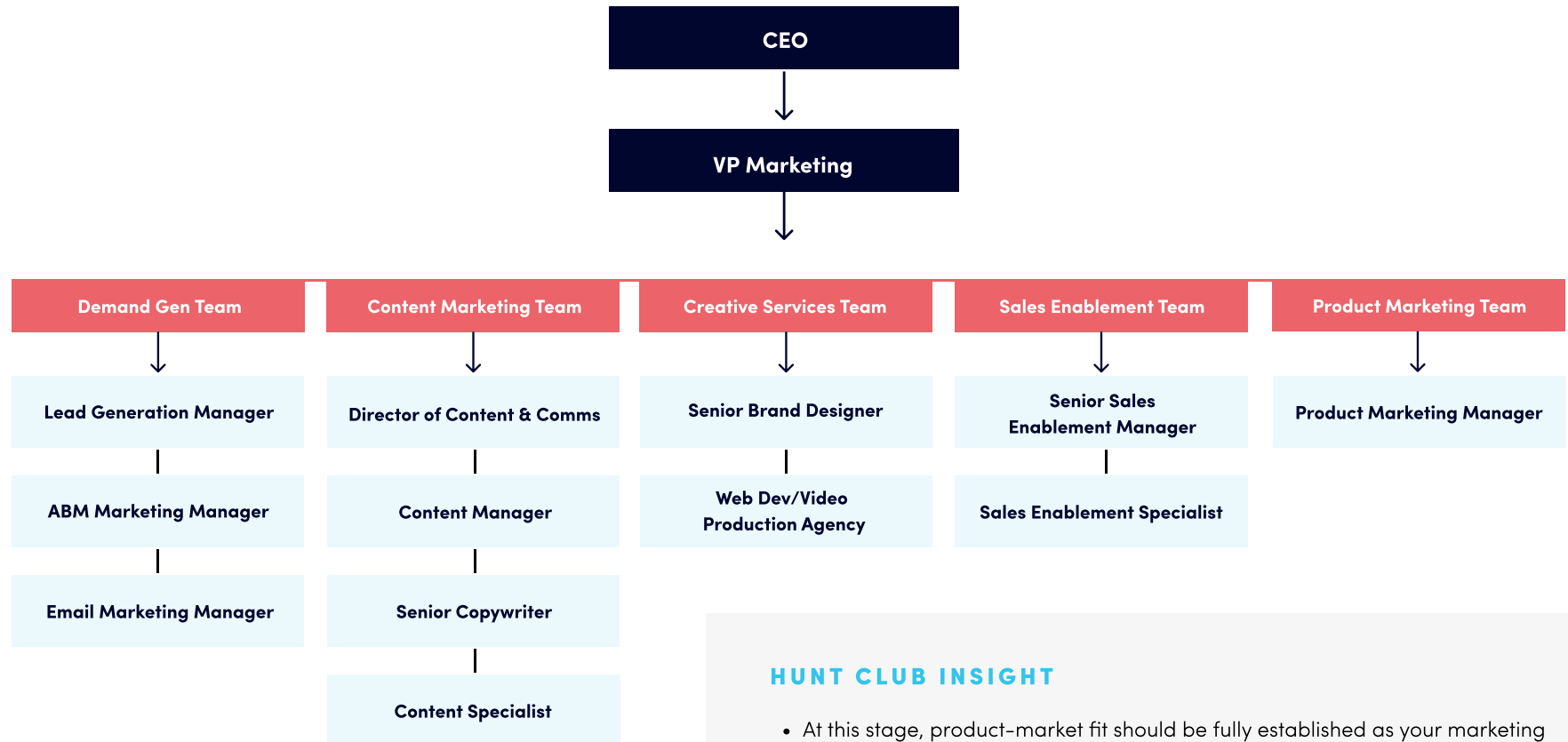
Go-to-Market



## HUNT CLUB INSIGHT

- At this stage, a Director or VP of Marketing will suffice to lead your marketing team and establish the foundational marketing strategy.
- It's helpful to hire a combination of leaders and doers to execute and strategically pursue growth opportunities for your organization.

# Marketing Org Chart Organizational Scaling



## HUNT CLUB INSIGHT

- At this stage, product-market fit should be fully established as your marketing leader scales the people, processes, and systems within their team.
- Hiring is a high priority at this stage. Additional directors and middle management will be needed to sustain growth.

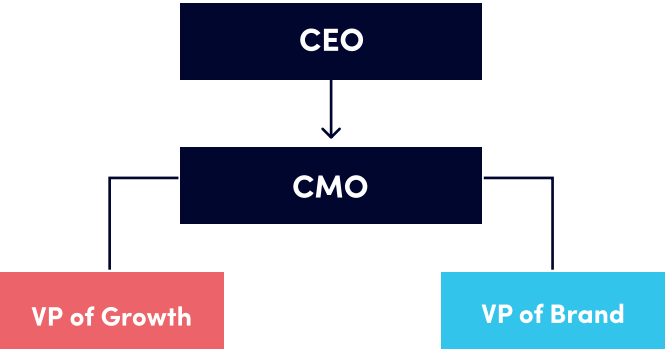
# Marketing Org Chart

IPO-Ready

**HUNT CLUB INSIGHT**

Hiring too early in the company's growth cycle can lead to misalignment. A CMO should only be brought in when there's product-market fit and a healthy budget to expand marketing headcount and acquisition efforts. For B2B companies, this tends to be when a company reaches 200+ people or Series B financing. In consumer companies, a CMO may not be necessary until Series C or D financing.

**Growth Marketing Team**



**Brand Marketing Team**

