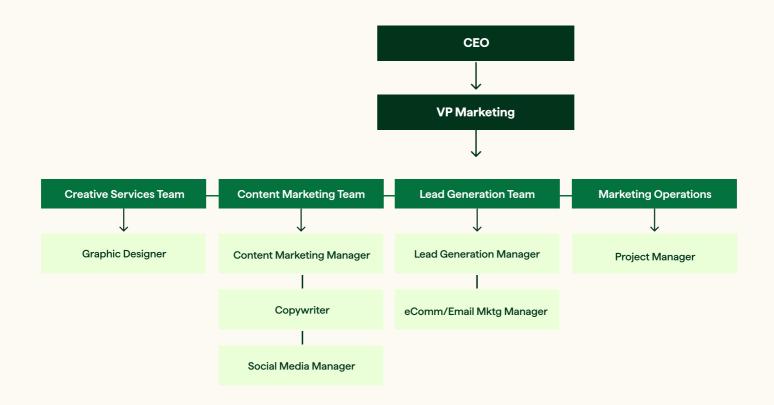
Marketing Org Chart

Go-to-Market



HuntClub Insights

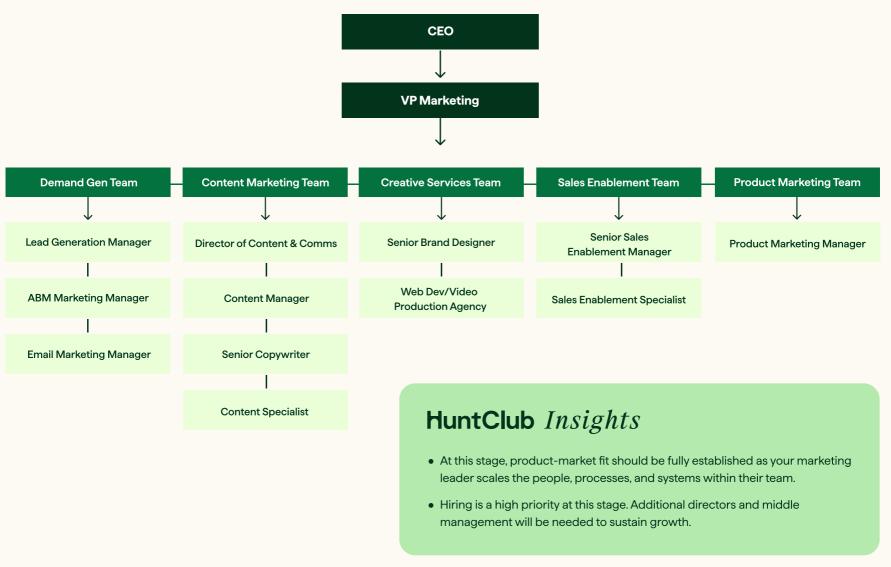
- At this stage, a Director or VP of Marketing will suffice to lead your marketing team and establish the foundational marketing strategy.
- It's helpful to hire a combination of leaders and doers to execute and strategically pursue growth opportunities for your organization.





Marketing Org Chart

Organizational Scaling







Marketing Org Chart **IPO-Ready** HuntClub 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 CEO 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. **CMO Brand Marketing Team Growth Marketing Team VP of Growth VP of Brand** Content Lead Gen Growth **Product** Creative Community eComm/ **SEO Team** PR Team **Marketing Team Marketing Team** Services Team Team Team **Marketing Team Website Team Marketing Team** Director of Director of Director of Director of Lead Director of Director of **Director of Creative** Director of Director of Director of Director of SEO Director of PR Strategic eCommerce Product Marketing Brand Marketing Content **Event Marketing** Gen Growth Marketing Services Community **Partnerships** Strategic Lead Gen **CRM Production Product Marketing Event Marketing** Senior Graphic Community **Brand Marketing** eCommerce **Partnerships** SEO Manager Senior Editor PR Manager Manager Manager Manager Manager Designer Manager Manager Manager Manager Strategic **Email Marketing Brand Marketing** Influencer **Event Marketing** Website Chat **SEO Specialist Partnerships CRM Analyst** Senior Copywriter Website Manager Graphic Designer Manager Specialist Marketing Manager Specialist Specialist Specialist **Email Marketing** Engagement Junior Copywriter Web Analyst Photographer Specialist Manager **Retention Manager** Content Manager Videographer Customer **Content Specialist** Lifecycle Manager



