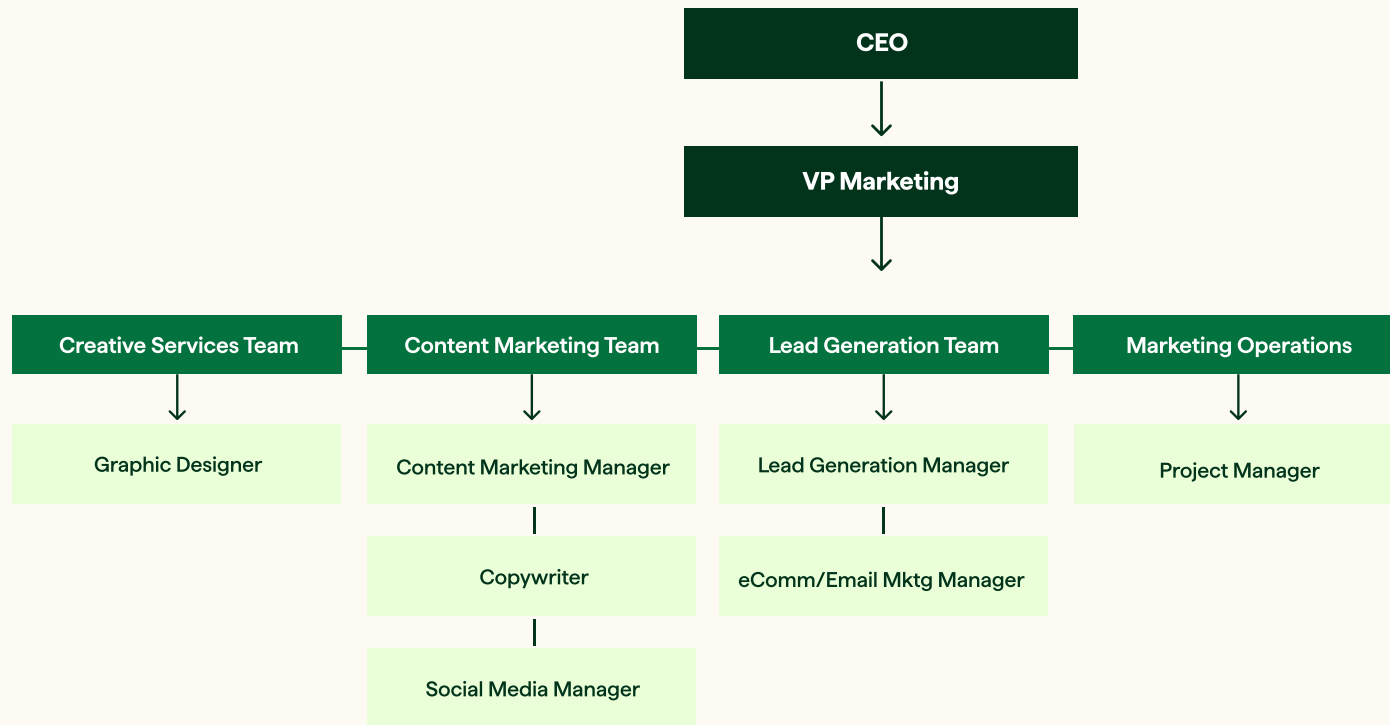


Marketing *Org Chart*

Go-to-Market

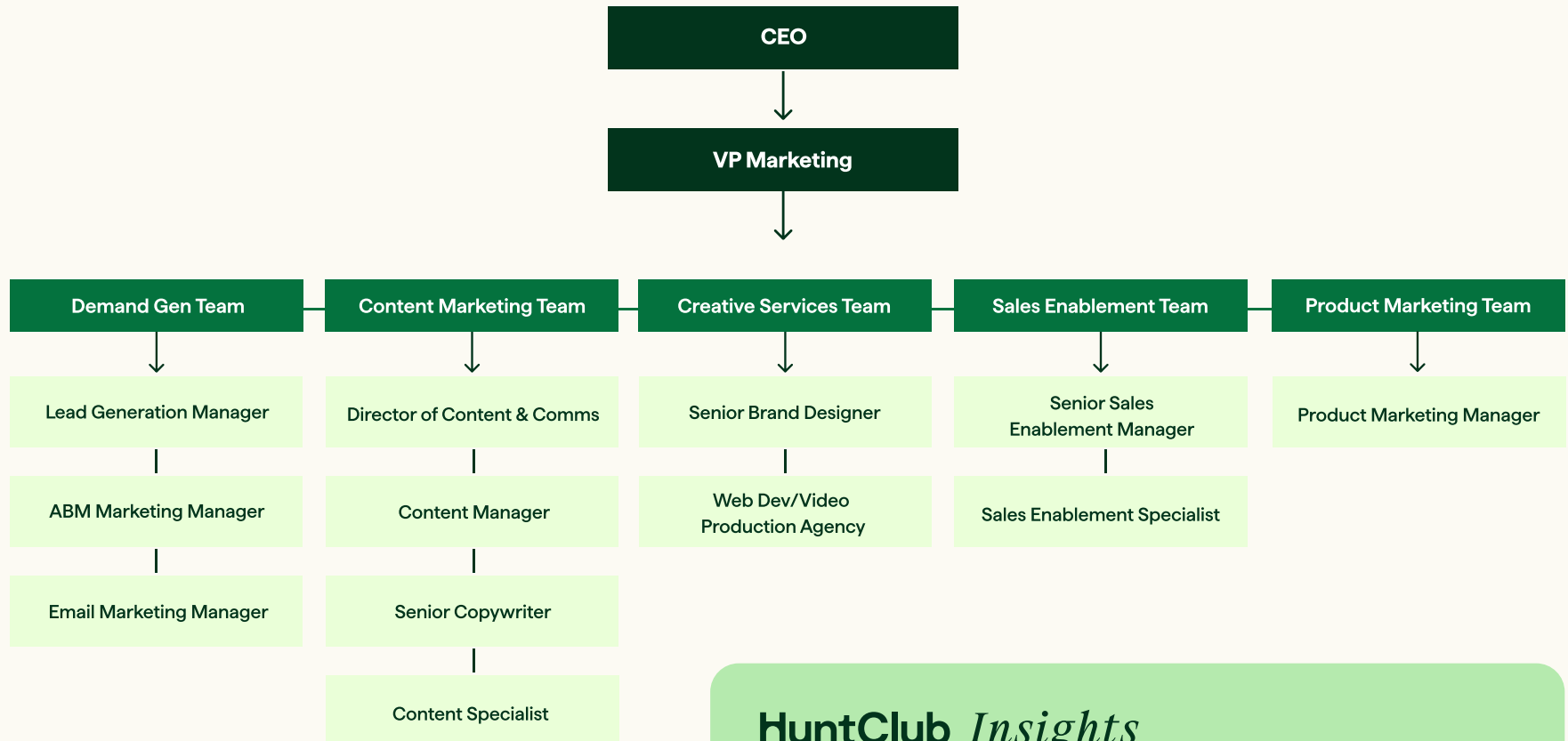


HuntClub *Insights*

- 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



HuntClub *Insights*

- 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

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 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.

