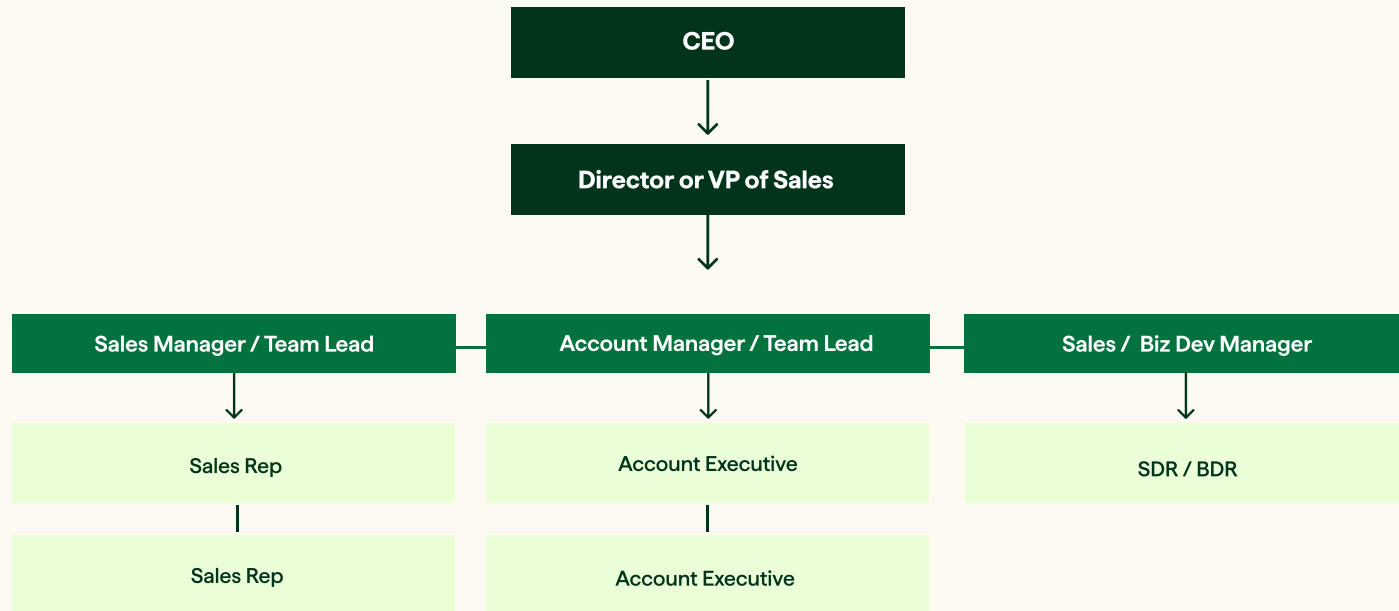


Revenue *Org Chart*

Go-to-Market

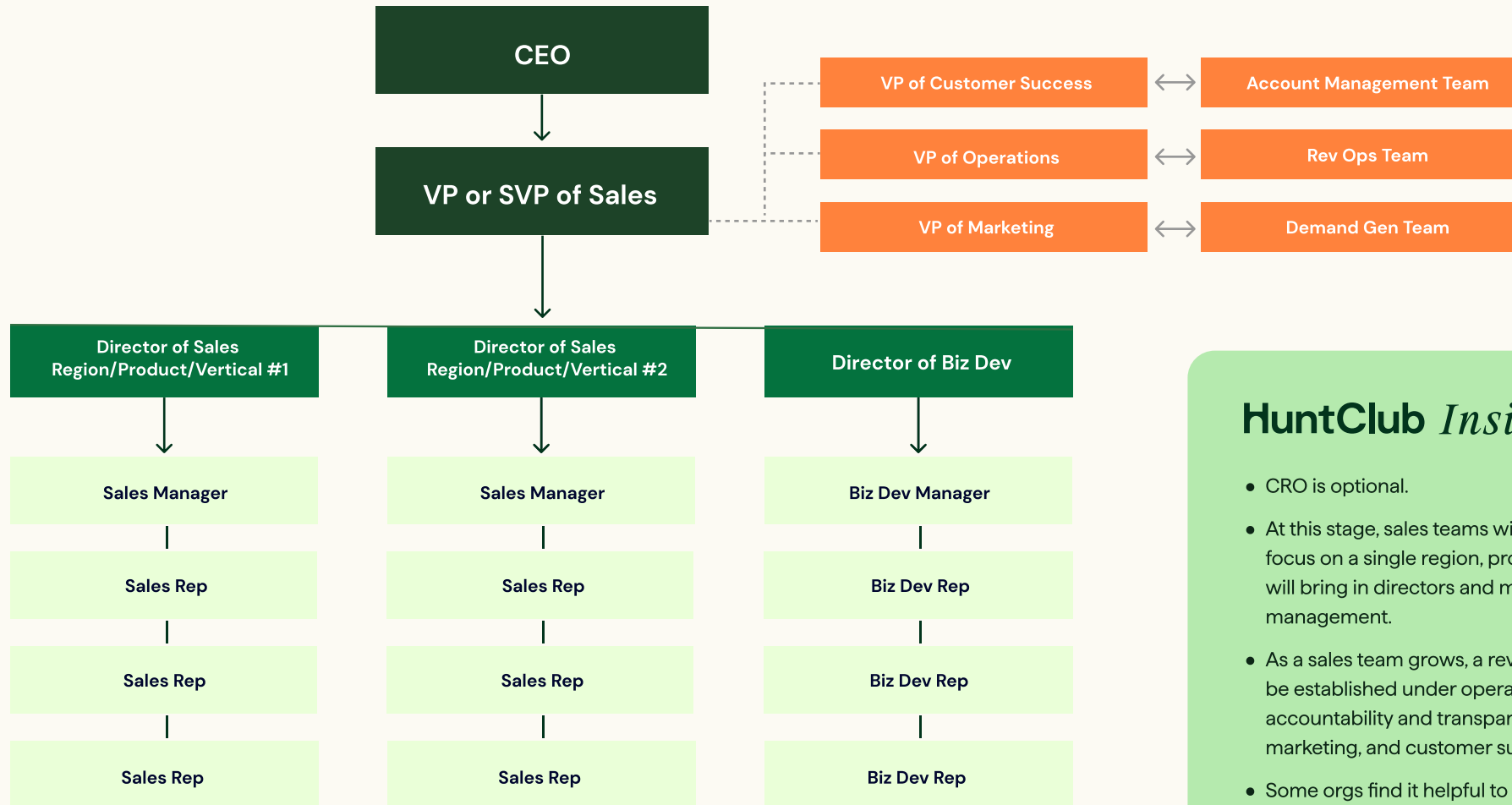


HuntClub *Insights*

- 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

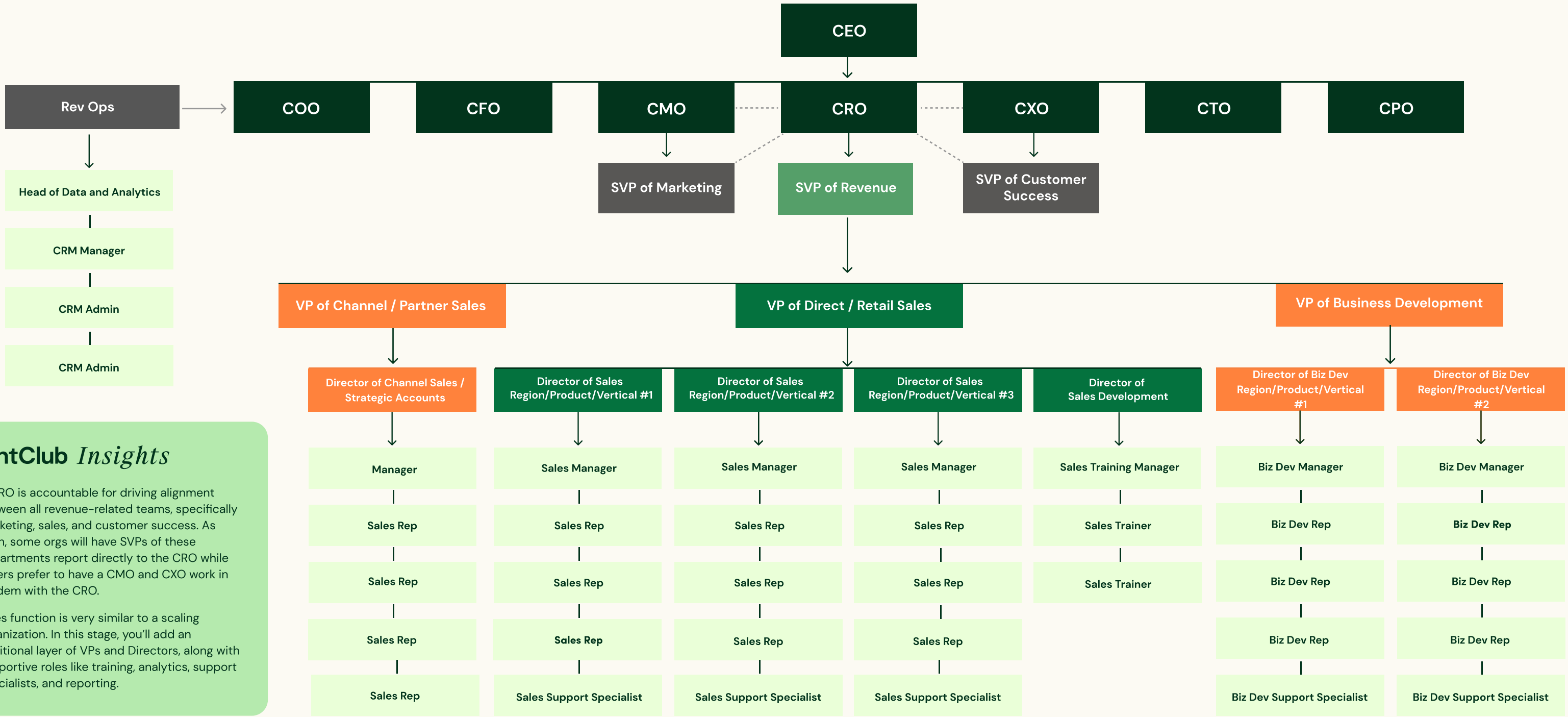


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- CRO is optional.
- At this stage, sales teams will begin to specialize to focus on a single region, product, or vertical. Orgs will bring in directors and more middle management.
- As a sales team grows, a revenue ops team should be established under 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.

Revenue Org Chart

IPO-Ready



HuntClub Insights

- 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, support specialists, and reporting.