

ORGANIZATION STRUCTURE & HIRING PLAN

Defines reporting structure, teams, and hiring roadmap for scaling

01 Company Org Structure Template

02 Executive Leadership Team

03 Engineering & Product Structure

04 Go-To-Market Department Layout

05 Agile Squads Cross-Functional Matrix

06 Hiring Plan and Future Open Roles

COMPANY ORG STRUCTURE TEMPLATE

COMPANY & DIVISION

Include company and division name plus a clear org structure label for viewers

REPORTING YEAR & VERSION CONTROL

Add reporting year and version control fields for controlled updates and auditability

TREE-HIERARCHY LAYOUT

Use a tree-hierarchy branching layout with charcoal borders and clean card containers

DEPARTMENT COLOR TAGS

Apply departmental color tags: Blue for Engineering & Product, Green for Go-To-Market

AGILE POD CALLOUTS

Reserve space for agile pod callouts to explain how teams connect across functions



EXECUTIVE LEADERSHIP TEAM

C-SUITE POSITIONS

Show C-suite nodes with avatar frames for CEO, CFO, COO, CMO, and CTO

EXECUTIVE BIOS

Attach short bios under each executive card to clarify scope and decision rights

DEPARTMENT CONNECTIONS

Connect executives to functional departments using clean connector lines and spacing

TYPOGRAPHY AND BORDERS

Use consistent typography and charcoal borders to keep hierarchy readable

AVATAR AND COLOR LEGEND

Add a legend explaining avatar frames, roles, and departmental color tags



ENGINEERING & PRODUCT STRUCTURE

ENGINEERING LEADERSHIP CHAIN

Map Engineering leadership: Director, Engineering Managers, and Tech Leads as a clear chain

POD CARD ALIGNMENT

Represent Pods under Tech Leads using pod cards with consistent sizing and alignment

BLUE TAG STYLING

Use Blue tags for all Engineering & Product elements while keeping charcoal borders uniform

AGILE ROLE LABELS

Add pod-level labels for agile roles like PM, Designer, and Engineers to guide interpretation

POD PURPOSE NOTES

Include brief notes on pod purpose to communicate outcomes and collaboration model



GO-TO-MARKET DEPARTMENT LAYOUT

VP SALES AT TOP

Structure GTM with VP Sales at the top, then Account Executives and SDRs

CUSTOMER SUCCESS BRANCH

Place Customer Success as a parallel branch to show post-sale ownership clearly

GREEN ROLE TAGS

Use Green tags for GTM roles while maintaining charcoal borders and card consistency

REPORTING VS INFLUENCE

Add reporting lines and dotted connectors where influence differs from direct management

ROLE RESPONSIBILITY DESCRIPTIONS

Include compact role descriptions to clarify responsibilities at each level



AGILE SQUADS CROSS-FUNCTIONAL MATRIX

Squad	PM	Design	Engineering	Pod/Dept
Squad A	PM Owner	UX Designer	Tech Leads + Engineers	Eng Blue
Squad B	PM Owner	Product Designer	Engineers (Pod)	Eng Blue
Squad C	PM Owner	UX Designer	Engineers (Pod)	Eng Blue
Squad D	PM Owner	Product Designer	Engineers (Pod)	Eng Blue

HIRING PLAN AND FUTURE OPEN ROLES

- Q3 planned headcount: dotted-line boxes indicate roles to be recruited next
- Q4 planned headcount: dotted-line boxes show additional capacity targets
- Use department color tags to group roles by Engineering Blue and GTM Green
- Add role cards for each open position with a short “needs” note for clarity

