

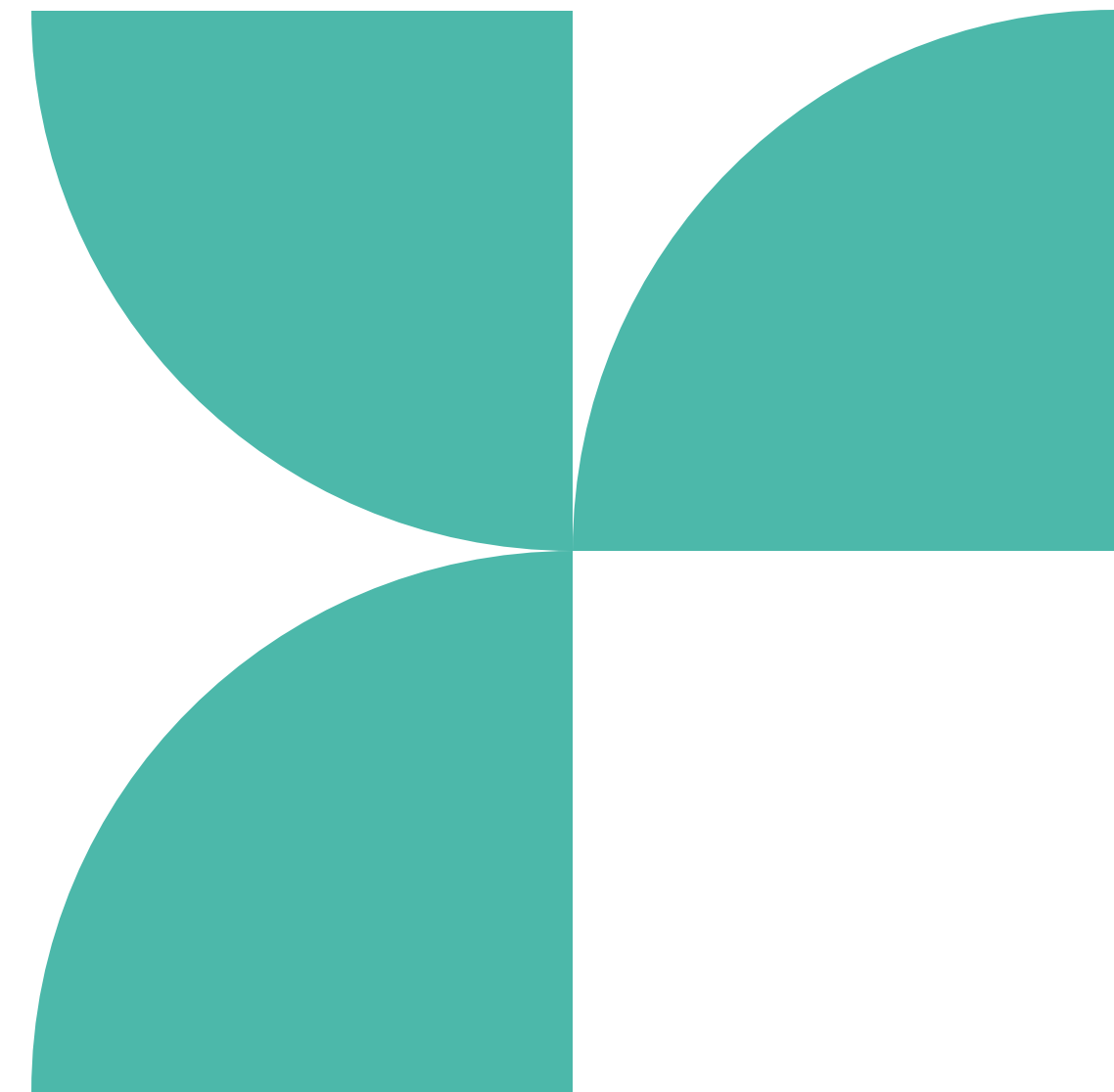
# Transitioning Careers

**Overview of Tech Orgs  
and Roles on Startup  
Teams**



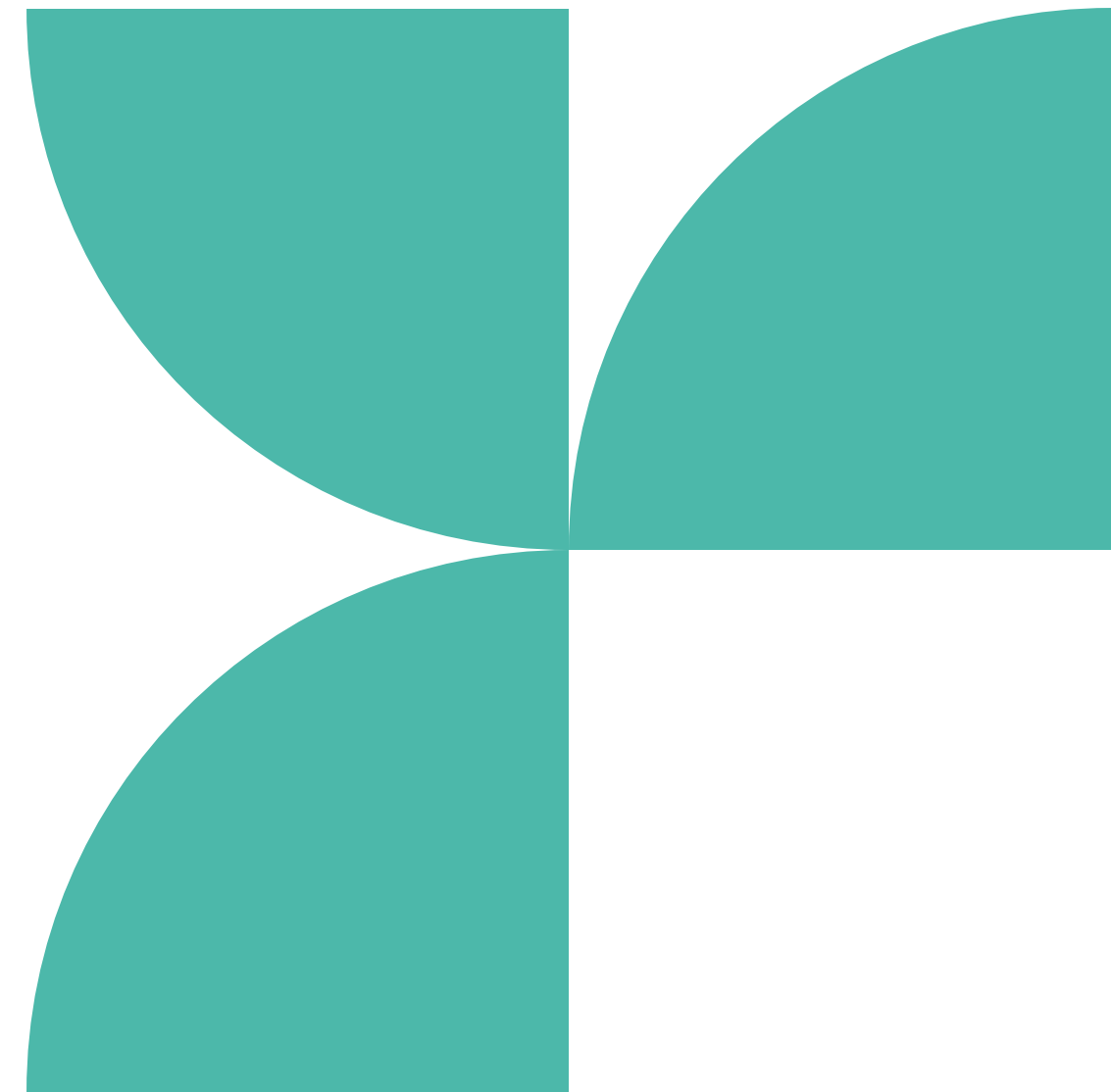
# Goal:

- **What** we bring
- **Where** to transfer our skills
- **How** to translate it



# Tech Org Structure

- Run the business + people
- Build a product
- Sell the product
- Market the product
- Help people use and keep using the product



# Tech Org Structure

**Executive Leadership  
(also often co-founders):**

**COO**

**CEO**

**CTO**

**Departments:**

**Operations  
(HR, Admin,  
Finance)**

**Customer  
Experience**

**Marketing**

**Sales**

**Product**

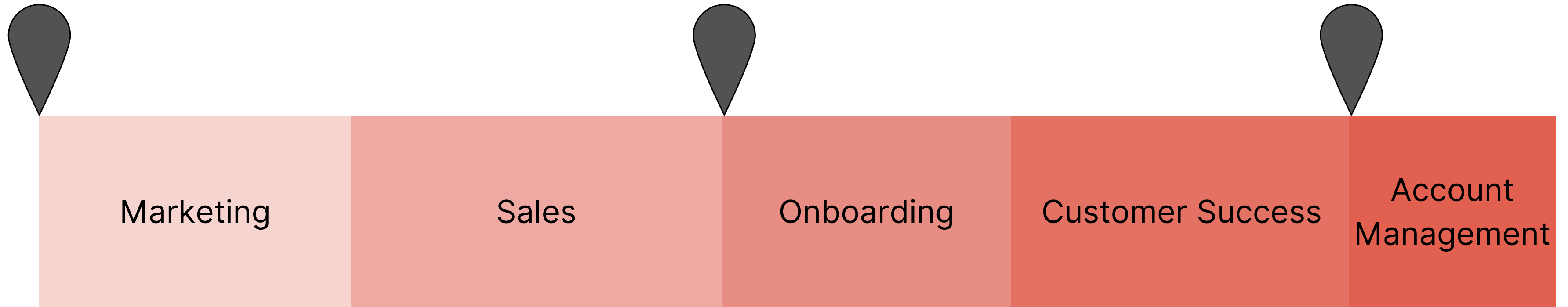
**Engineering**

# Customer Lifecycle

First “touch point” with prospective customer

Sale Made

Renewal / Upsell



# Customer Lifecycle

Marketing	Sales	Onboarding	Customer Success	Account Management
Content Social Media	SDR / BDR (Sales/Business Development Rep.)	Onboarding Implementation	Customer Success Manager (CSM) Customer Support	Account Manager

# Customer Lifecycle

Marketing	Sales	Onboarding	Customer Success	Account Management
Content Social Media	SDR / BDR (Sales/Business Development Rep.)	Onboarding Implementation	Customer Success Manager (CSM) Customer Support	Account Manager
Writing Data Analysis Social Media	Any Sales Hustlers	Teaching Project Managers	Relationship Builders Teaching Case load management	Commercial Account Managers

# Product

User Research	Design (UI/UX)	Product Management	Engineering	QA + Testing	Solutions Engineering
Researcher Data Work	Designer	Project Mgmt	Software Engineer SCRUM Leader	Tech Support IT	Software Engineering Tech Support



# Operations + People

People Operations	Human Resources	Talent	Finance	Operations	Admin
People Ops Office Manager Exec Assistant	HR Generalist	Sourcer Recruiter	Accountant Business Analyst	Project Manager Operations Manager	Executive Assistant
Event Planning Project Management	Compliance Administration Management	Sales Research	Audit / Assurance	Any Operations Experience	Reception Hospitality

# Company Stages

- Size of company
- Revenue
- Goals
- Fundraising
  - “Series A”
  - “Raised a Seed”



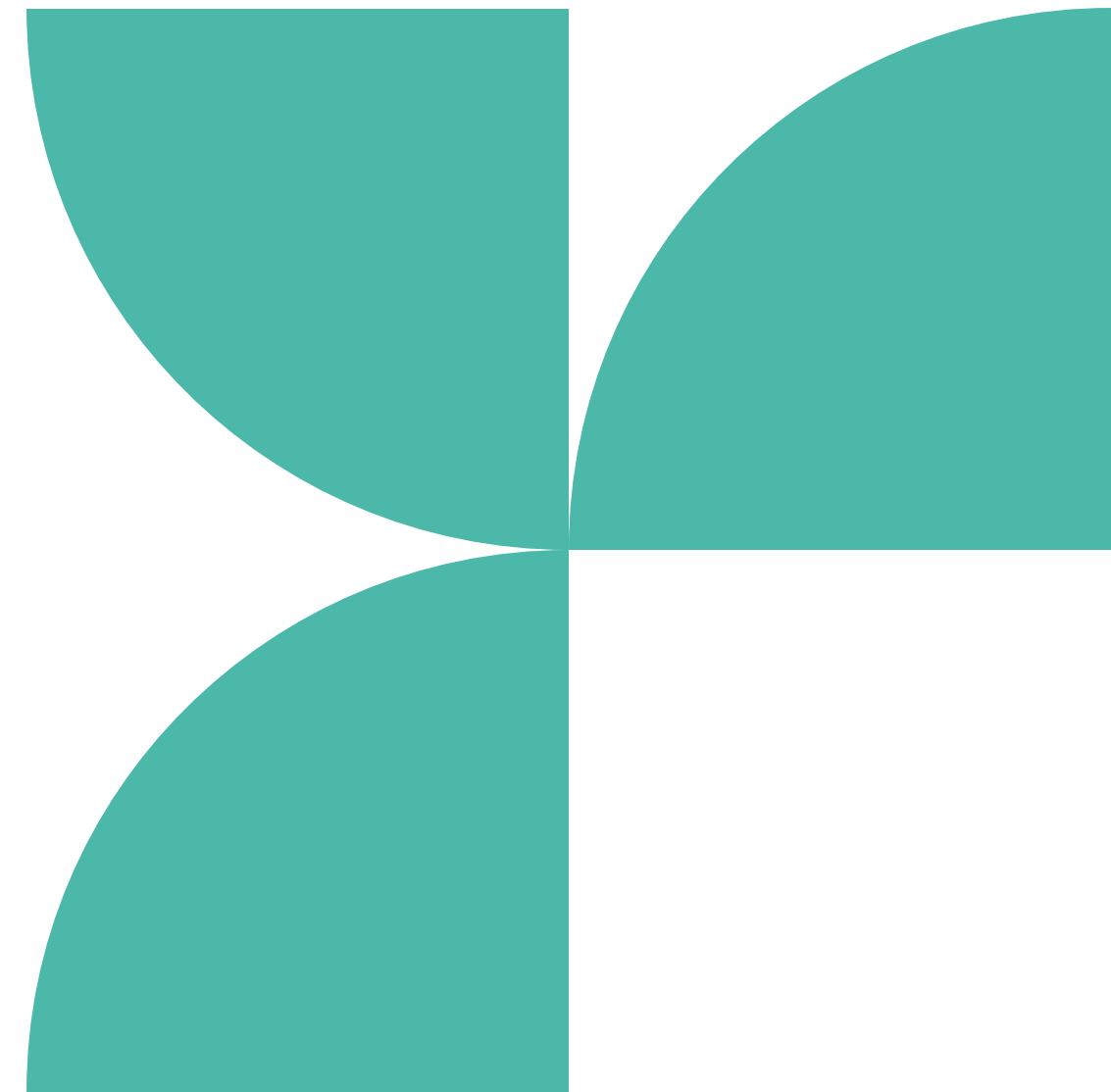
# Early Stage / Small

- Pre-Seed through Series A
- Pre-Revenue (possible)
- Pre-finding Product Market Fit (PMF)



# Early Stage / Small

- One person departments
- Very broad roles
- Minimal mentorship
- Constant change and evolution
- Opportunity to grow with the company over time



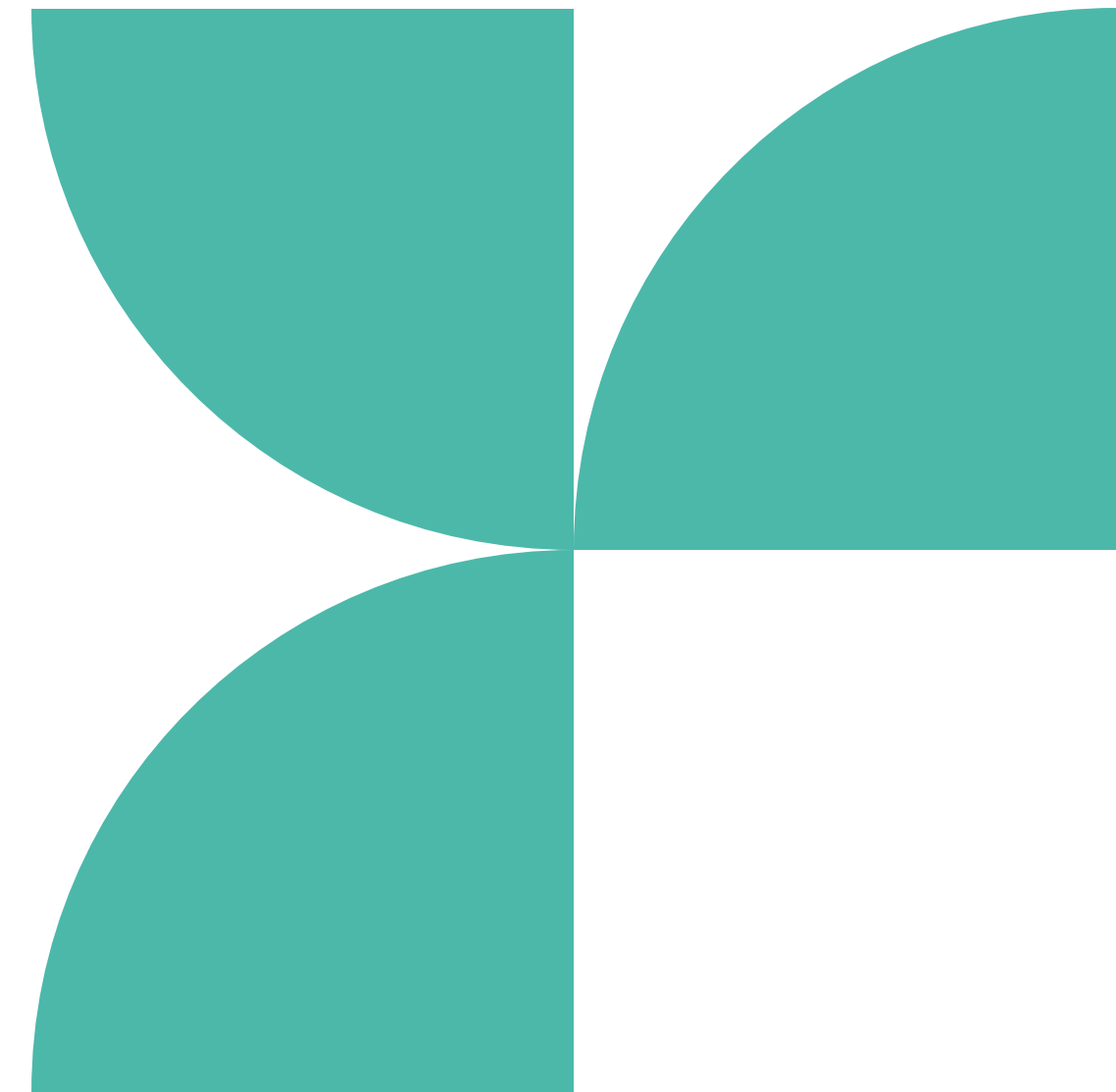
# Mid Stage / Medium

- Series B - Series C
- ~25 - 250 employees
- Making Revenue
- Strong Product Market Fit (PMF)



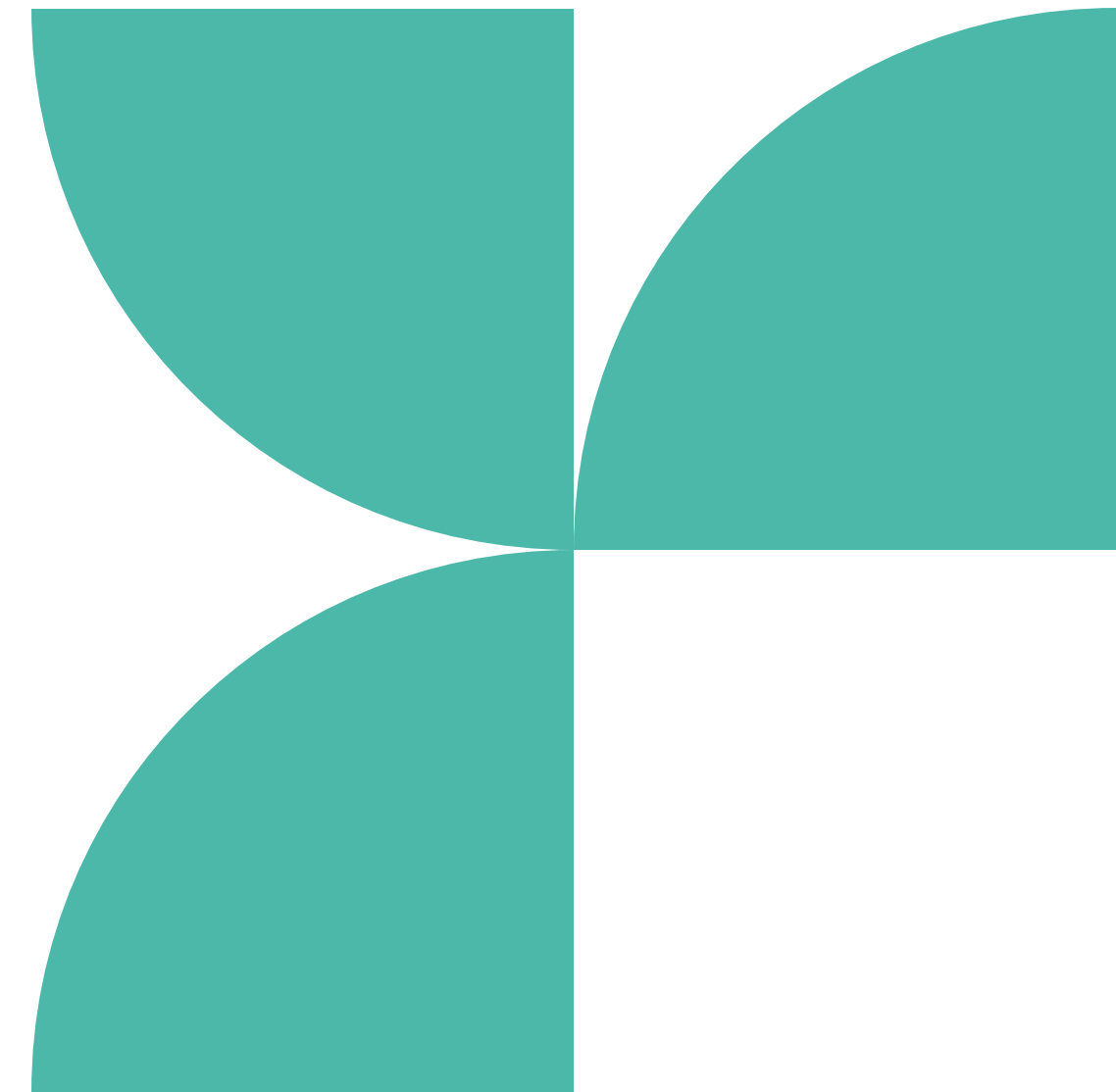
# Mid Stage / Medium

- Departments are growing
- Leadership opportunities
  - often new managers
- More junior roles
- Mentorship programs emerging
- More role scope stability



# Late Stage / Large

- Series D - IPO
- ~150 - 1,000 employees
- Making Revenue  
Improvements YoY
- Strong Product Market Fit  
(PMF)
- Likely preparing to go public



# Late Stage / Large

- Departments are large
- Roles are narrower
- Roles at all levels of experience
- Mentorship and internship programs





# Resources for Research

- Subject Specific Webinars
- Company Websites
- Job Descriptions
- Ask people, get a Mentor
- Tech, Startup Community Events

