



## PRODUCT TEAMS

# Ideas for Organizing Product Teams



I joined as a Senior Product Manager for a marketing content calendar tool. It helps marketers generate ideas, plan out their content, assign tasks and track performance. It has 4 products: Email, Social Media, Blog & Video. At this time, I have 3 Product Managers, 12 Developers, 2 QAs, 3 Product Designers, 1 SEO specialist. Can you recommend what kind of organizational chart I should aim for? Mention who should report to who.



An ideal organizational chart for your marketing content calendar tool would have a clear reporting structure that aligns with the product development process.

- The Product Managers for each product (Email, Social Media, Blog, and Video) should report to the Senior Product Manager, who would be responsible for overall product strategy and direction.
- The Developers, QAs, and Product Designers should report to the Product Managers for their respective products, as they would be responsible for executing on the product vision and features.
- The SEO specialist would likely report to the Senior Product Manager, as they would be responsible for ensuring that all content is optimized for search engines across all products.

It's also important to ensure that there is clear communication and collaboration across all teams, so that everyone is aware of what's happening with different products. Regular team meetings and cross-functional collaboration can help with this.