**Company overview: Netflix**

Netflix is one of the most popular streaming services offering huge amount of content.

**Basic business functions:** content production, platform development, data analytics and personalized recommendations, finance, customer service and marketing.

**Organizational structure:**  
“Netflix employs a flat and decentralized organizational structure, which is designed to foster innovation and agility. Instead of traditional management, the company is organized into small, autonomous teams responsible for specific business areas such as content, product, and marketing. Each team is led by a leader who collaborates closely with the co-CEOs to align their work with the overall strategy of the company. “(databahn, 2025)

**Roles of Netflix’s senior leadership team:**

Senior management is organized to supervise business functions, allowing expertise in each domain. This decentralized structure allows leaders like the Chief Content Officer, Chief Financial Officer, and Chief Technology Officer to make quick decisions while aligning with the company's global vision.

Resources:

databahn. (2025). *Netflix’s Organizational Structure Report in 2025*. [online] Available at: https://www.databahn.com/pages/netflix-organizational-structure?srsltid=AfmBOoocGSNocuyC3epNHgAKe6gIriqlEvS5TyMnLOtrQiPQ0WYObeyd [Accessed 5 May 2025].

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