Group Case Project – Structure

Your Group's Case: Zoom

Your Group number: 8

Leader (for today): Maitry Mistry

Other members present:

Marilyn Hollick

Dylan Federman

Richard Stapells

Emon Sen Majumder

Zach Pepetone

Utilize the focal articles, provided links, and library resources to find clues about the structure of your organization. Make sure to include support and justification for your answers (evidence). Include any cites or links that you used. This will be helpful to you when you are writing up your final report. Make sure to clearly identify the source (cite) for each piece of evidence that you are using to justify your reasoning.

Elements of Structure

Hierarchical Referral & Groupings

Use resources already provided, as well as resources available through the library and on the internet, to determine the identity of major departments, business units, and other groupings at your organization. The following suggestions may help:

* Consider the senior leadership team. Your organization has Vice Presidents, Directors, or other Senior management officials responsible for parts of the organization. What are the names of the groups they are responsible for? This may help you determine high-level groupings.
* LinkedIn or other online employee directories will help you determine job titles related to departments within your organization.
* Job postings on the organization’s corporate website or online job boards will describe openings for positions related to departments or teams.
* Corporate press releases will sometimes describe responsibility relationships.

List the major groupings and sub-groupings in your organization:

Remember to provide sources for these groupings.

**Senior Leadership Team-** <https://theorg.com/org/zoom/org-chart>

* Eric S. Yuan- Founder & CEO
* Aparna Bawa- COO
* Ryan Azus- Chief Revenue Officer
* Kelly Steckelberg- Chief Financial Officer
* Oded Gal- Chief Product Officer
* Janine Pelso- Chief Marketing Officer
* Lynne Oldham- Chief People Officer
* Brendan Ittelson- Chief Technology Officer
* Jonathan Kallmer- Head of Global Public Policy and Government Relations

**Major Groupings/Sub Groupings**

The Zoom’s LinkedIn Page (<https://www.linkedin.com/company/zoom-video-communications/people/> ) gives the major groupings and Zoom website (<https://zoom.wd5.myworkdayjobs.com/Zoom>) gives sub groupings.

**Major Groupings**:

* Sales (Lead by Ryan Azus- Chief Revenue Officer)
  + Online Account Management
  + Enterprise Account Management
  + Strategic Partnerships Management
  + Business Development
* Technology (Lead by Brendan Ittelson- Chief Technology Officer, Oded Gal- Chief Product Officer)
  + Service Engineering
  + Technical Operations
  + Product Engineering
  + Platform Engineering
  + Solutions Engineering
  + Data Scientist
* Marketing (Lead by Janine Pelso- Chief Marketing Officer)
  + Field Marketing
  + Social Impact
  + Industry Marketing (Healthcare, Government, Education, Financial Services)
* Finance (Lead by Kelly Steckelberg- Chief Financial Officer)
  + Auditing Department
  + Billing/Pay roll Department
  + Financial Analysts
  + Revenue Management

Departmentation

Our analysis indicates that the organization's departmentation is best described as a predominantly functional. structure.

**Provide your justifications for your decision here:**

Zoom has a functional structure because it has a limited product offering centered around one main product (Video Conferencing Software). This is evidenced by the company utilizing functional departments such as (Sales, Technology, Finance, Marketing).

Given the organization's mission and management’s strategic focus (e.g., goals), our analysis suggests that this departmentation is a good fit for the company.

**Provide your justifications for your decision here:**

Organizational Chart

Create an organizational chart for your organization based on the information above