

SONOS DEPARTMENT OVERVIEW

ORGANIZATIONAL STRUCTURE

PRODUCT (85 employees)

Mission: Define and deliver innovative audio experiences

- Product Management: 15 people
- Product Design: 25 people
- User Research: 10 people
- Product Marketing: 15 people
- Program Management: 20 people

ENGINEERING (180 employees)

Mission: Build world-class audio technology

- Software Engineering: 90 people
- Hardware Engineering: 45 people
- QA & Test: 25 people
- DevOps & Infrastructure: 20 people

SALES (65 employees)

Mission: Grow revenue across all channels

- Enterprise Sales: 15 people
- Retail Partnerships: 20 people
- E-commerce: 15 people
- Sales Operations: 15 people

MARKETING (55 employees)

Mission: Build the Sonos brand and drive demand

- Brand Marketing: 15 people
- Performance Marketing: 20 people
- Content & Creative: 15 people
- Market Research: 5 people

CUSTOMER SUCCESS (95 employees)

Mission: Deliver exceptional customer experiences

- Customer Support: 70 people
- Community Management: 10 people
- Customer Success: 15 people

OPERATIONS (45 employees)

Mission: Enable efficient business operations

- Supply Chain: 20 people
- Manufacturing Operations: 15 people
- Business Operations: 10 people

FINANCE (35 employees)

- Financial Planning & Analysis: 12 people
- Accounting: 15 people
- Treasury: 8 people

HR (25 employees)

- Talent Acquisition: 10 people
- HR Business Partners: 8 people
- People Operations: 7 people

HEADCOUNT GROWTH

2023: 425 employees

2024: 490 employees (+15%)

2025 Plan: 550 employees

LOCATIONS

Santa Barbara HQ: 280 employees

Seattle Office: 95 employees

Boston Office: 60 employees

International Offices: 55 employees

DIVERSITY METRICS

Gender: 48% female, 51% male, 1% non-binary

Underrepresented minorities: 32%

Veterans: 6%

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