



# THE FOUNDER'S GUIDE TO BUILDING AN *AI-NATIVE* MARKETING TEAM

FROM 0 TO \$100M+ WITH 8 MARKETERS

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# FIRST, A LITTLE CONTEXT...

This resource proposes a hypothetical marketing team structure for the era of AI. It aligns people with "AI workers" who automate many of the functions previously performed by specialists, while preserving human marketers for strategy, internal alignment, data interpretation, quality control, and brand experiences.

1

To avoid getting hung up on specific levels, I've used the following informal designations throughout:

**EXECUTIVE:**

Assume these hires are VP/VP+

**LEADER:**

Assume these hires are strong senior managers up through senior director

**DOER:**

Assume these hires are, at most, a manager level

2

The AI "team members" can take the form of automation, agents or LLMs. For simplicity, I've used the generic "AI" designation throughout.

3

Plan for a +/- 24 month build out with the final team being sufficient to scale to \$100M+.

4

The order of operations for hiring assumes a horizontal B2B company selling to line of business; the sequence may vary based on unique attributes of the company and its market.

5

This guide assumes ops and sales development report elsewhere in the org, though much of sales development will be AI.

# HUMAN MARKETER 1: FACTOTUM

**DOER**

## PROFILE: SWISS ARMY KNIFE

### FUNCTION:

Generalist. Early website, copywriting (messaging supplied by founders), ad hoc demand gen, events (dinners and/or sponsorships), initial content. Kick-start social media.

### COMMENTARY:

This is a temporary role. This person will evolve from the founder's sidekick into a more formal marketing role as the team takes shape.



## MARKETING TEAM

CEO

**FACTOTUM**

# HUMAN MARKETER 2: GROWTH LEAD

## LEADER

### PROFILE: BUILDER

#### FUNCTION:

Begins establishing martech stack with an emphasis on testing and deploying AI demand gen and tools. Introduces systematic pipeline programs. Aligns with founder around eventual team structure and sales leader on KPIs.

#### COMMENTARY:

Founders should assess how AI-curious this leader is. Embrace candidates who take a clean slate view of the B2B marketing playbook and tech stack.



## MARKETING TEAM

CEO

GROWTH LEADER

FACTOTUM



# HUMAN MARKETER 3: STITCHER

**DOER**

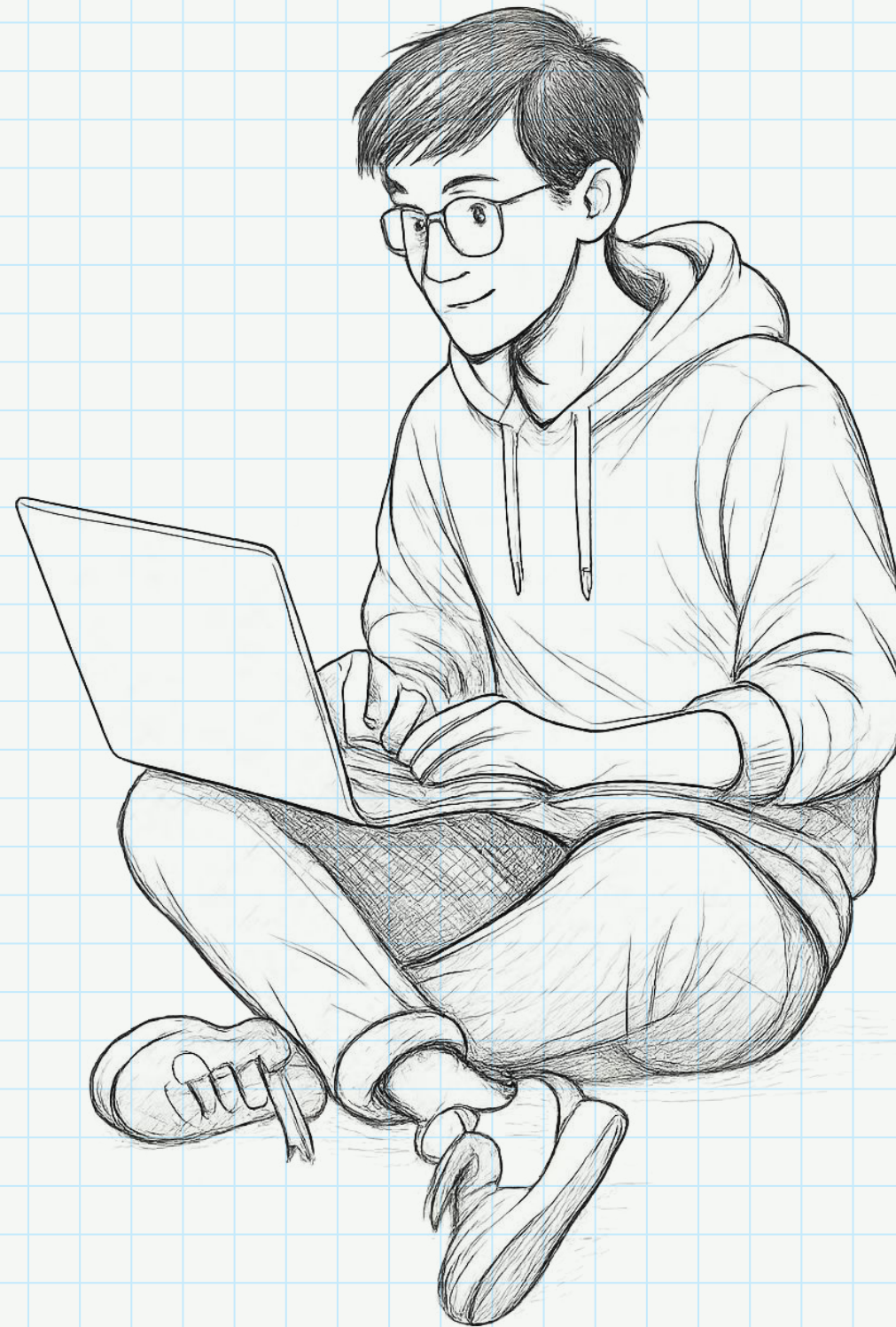
## PROFILE: HACKER

### FUNCTION:

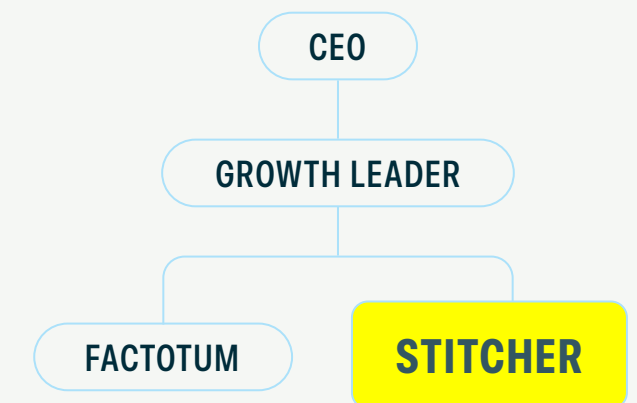
Relentless testing of AI tools, building agents, training models, designing workflows, and stack integration. Obsessed with experimentation, data flow, and operational efficiency.

### COMMENTARY:

Think of this hire as a hybrid growth marketer and ops manager. The best ones will have a “tinkerer” quality. They are technical, but don’t necessarily need to code.

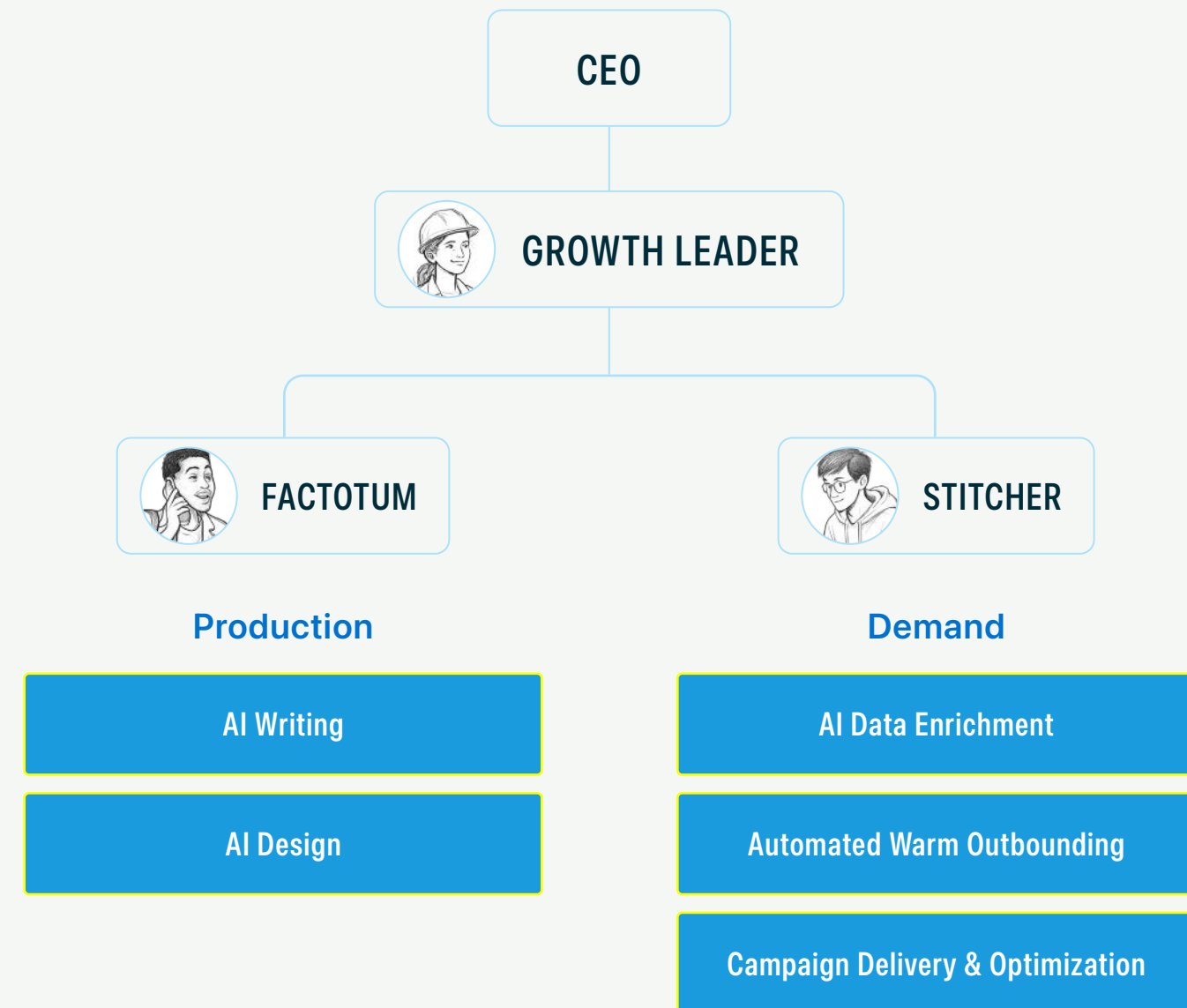


## MARKETING TEAM



# ENTER: AI TEAM MEMBERS

Prior to this point, marketers should have been experimenting with AI tools, “interviewing” them for future jobs, so to speak. Now that the core human team is assembled, it’s time to “hire” vital AI workers that will scale marketing’s output, particularly in the areas of content production, campaign execution, and timely prospecting. These AI tools align so closely to functions previously performed by marketing specialists that it’s reasonable to treat them as AI workers in the org design.



# HUMAN MARKETER 4: DEPARTMENT HEAD

## EXECUTIVE

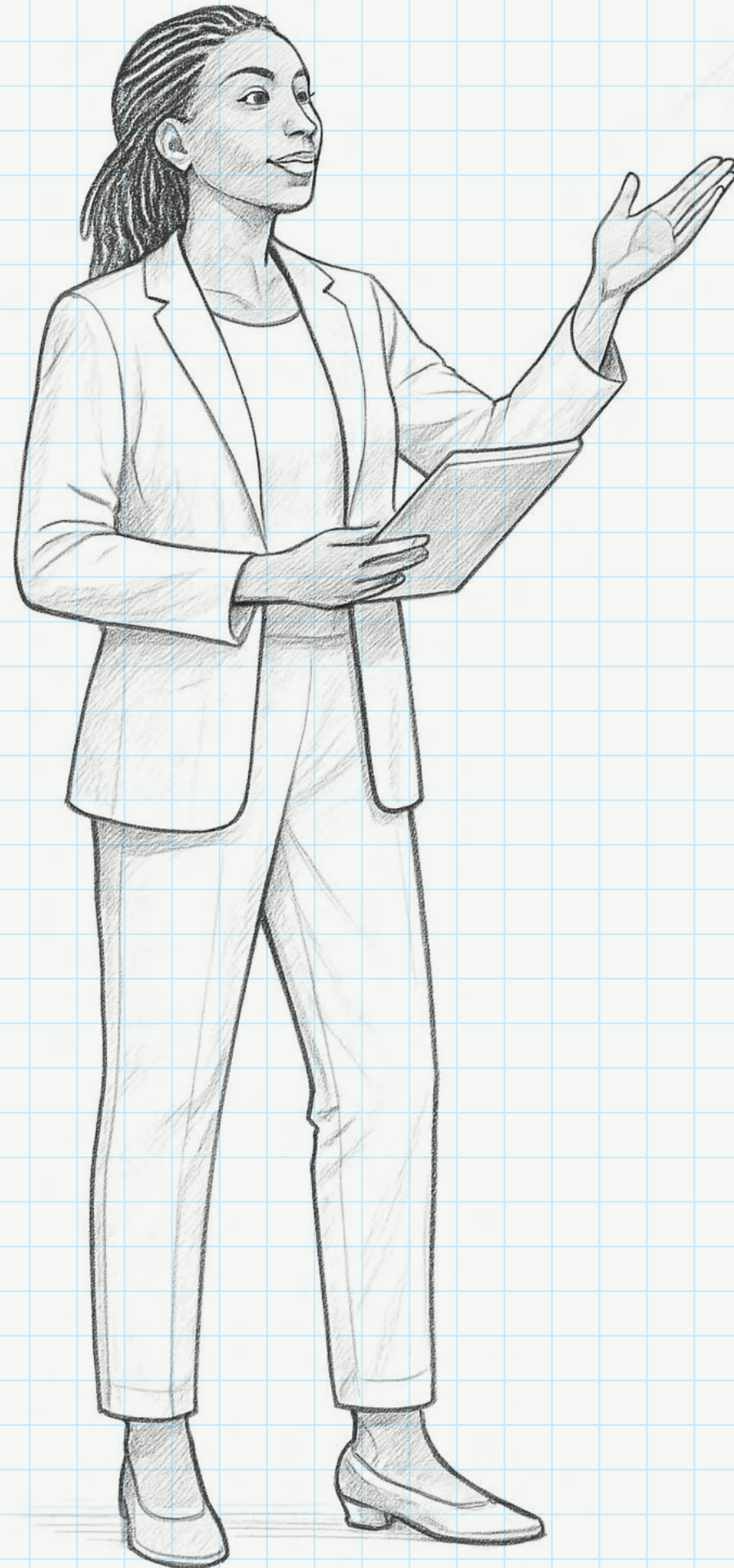
### PROFILE: VISIONARY

#### FUNCTION:

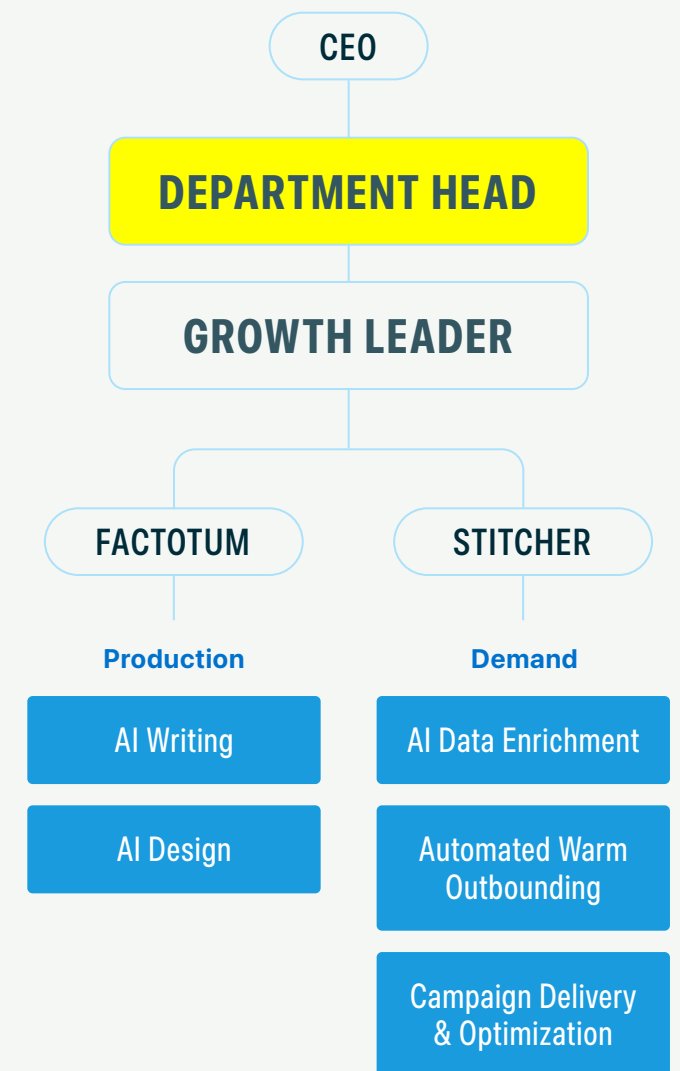
Establish vision and identity for the team. Find leverage via future bets. Align investments with direction of the business. Manage exec team expectations. Hardwire experimentation and first principles thinking into the team culture.

#### COMMENTARY:

The best hire will exhibit two qualities: (1) they can channel the founders' vision and passion; (2) they recognize an ephemeral opportunity to help write the marketing playbook of the future. Give pause if a candidate fixates on team size as status or aims to modify yesterday's playbook.



## MARKETING TEAM





# HUMAN MARKETER 5: CREATIVE LEAD

LEADER

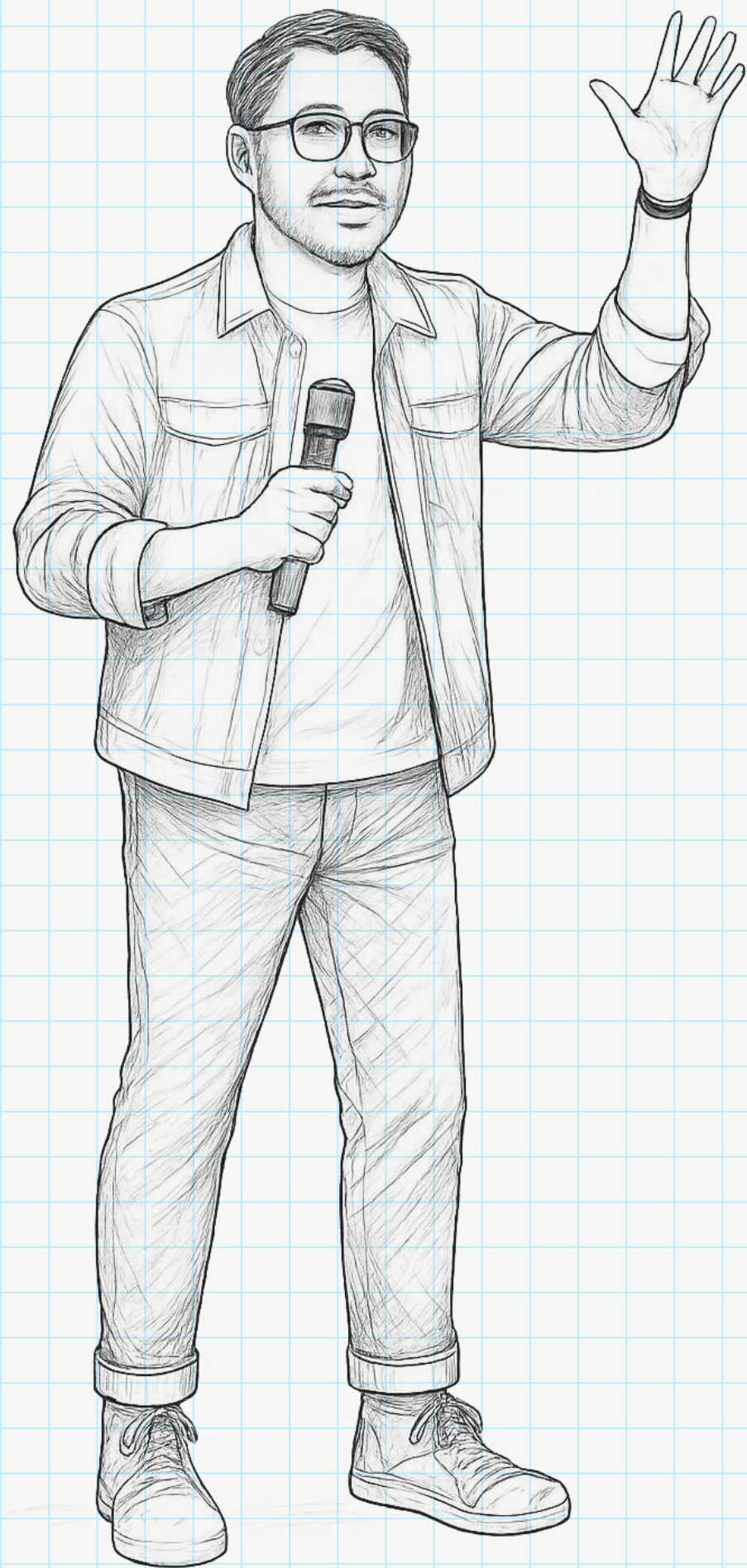
## PROFILE: PROVOCATEUR

### FUNCTION:

Employ brand as business differentiator. Infuse creative into all market-facing programs, including in-person experiences. Scale social media, and PR, with an eye toward informing LLM responses vs. traditional search rank. Develop community strategy.

### COMMENTARY:

This hire needs to advocate for the criticality of brand and human experiences as a complement to machine-generated digital engagements. The best leader will have a bold point of view and the gravitas to shape others' opinions.



## MARKETING TEAM





# HUMAN MARKETER 5: EXPERIENTIAL MARKETER\*

DOER

## PROFILE: MEMORY-MAKER

### FUNCTION:

Bring to life physical experiences that build a bond between the company and its customers, partners, and prospects. Introduce community events.

### COMMENTARY:

In their own way, this marketer must be as creative as any designer, writer or animator because they need to imagine in-person experiences that not only draw people out of their homes and offices, but also build a strong connection between the brand and attendee. The emphasis on creativity is one reason this hire reports to the Creative Lead.

*\*I've kept the employee count flat, with two #5 hires, because we need to assume the Factotum moves into a specialist role. This position is that placeholder.*



## MARKETING TEAM



# HUMAN MARKETER 6: PRODUCT MARKETING LEAD

LEADER

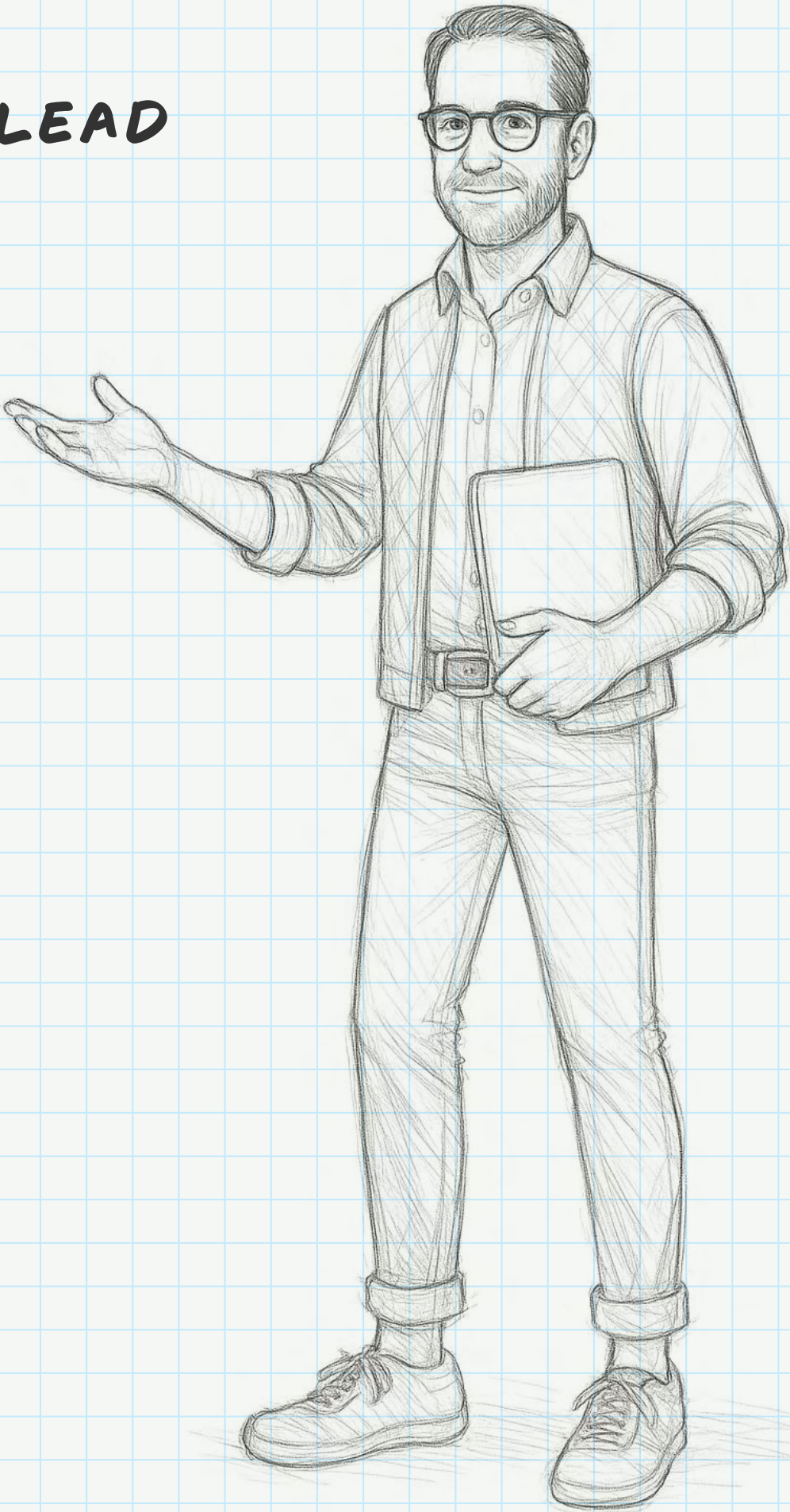
## PROFILE: MULTIPLIER

### FUNCTION:

Serve as a human API that connects sales and marketing to the product development team. Messaging in an accelerated release environment. Self-manage analyst relations and customer marketing.

### COMMENTARY:

The more a company employs AI for development, the earlier this hire should be made. AI makes possible continuous release cycles, challenging messaging to keep pace with constantly evolving product capabilities, use cases, and value propositions. More so than any other marketer, the product marketer must have a dotted line to the founder CEO.



## MARKETING TEAM





# HUMAN MARKETER 7: ANALYST

DOER

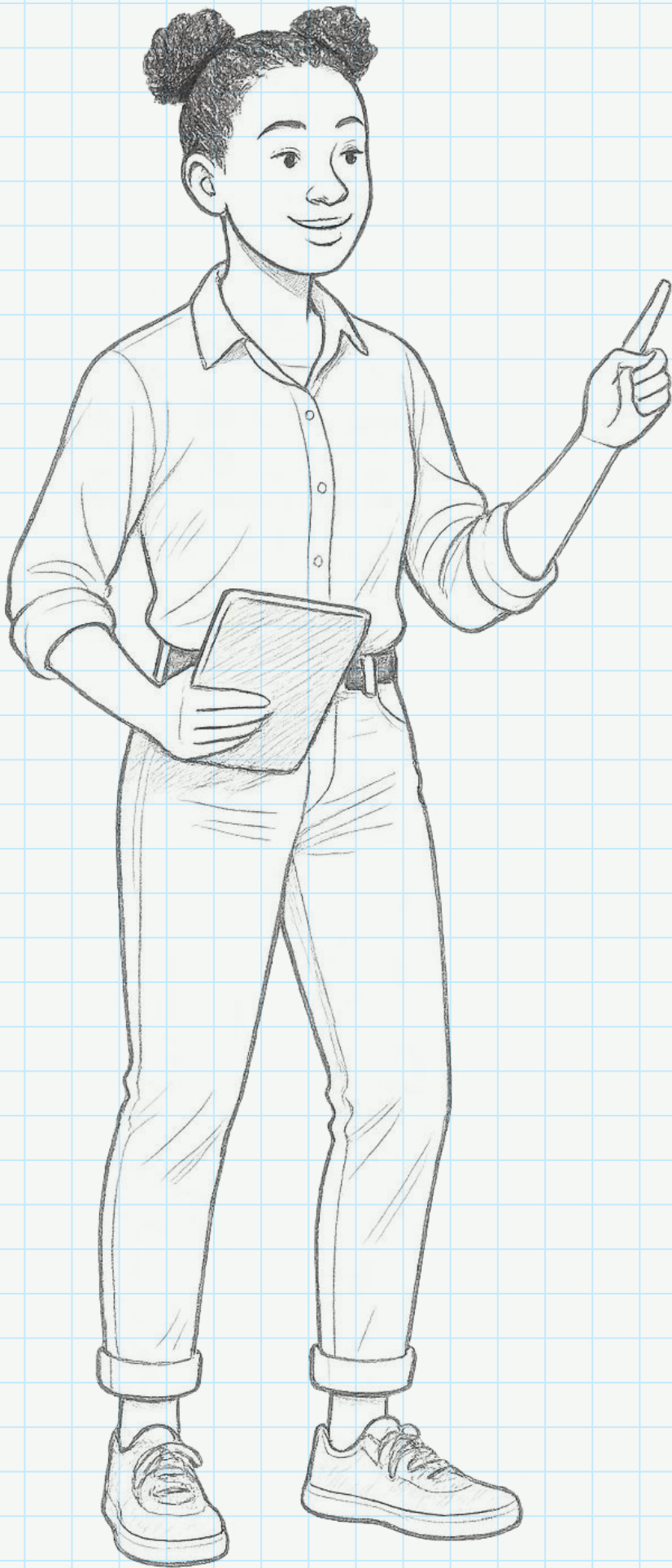
## PROFILE: PRODUCTIVITY WHISPERER

### FUNCTION:

Ensures informed decision-making throughout the full go-to-market team. Critical focus on shared data across sales, marketing and product orgs.

### COMMENTARY:

Time this hire to coincide with the introduction of an AI attribution system. At this point, attribution will be fed by a critical mass of “AI workers.” The Analyst sees to it that all leaders make data-informed investment decisions. They will also verify that attribution is inducing the right behaviors throughout the broader go-to-market org.



## MARKETING TEAM





# HUMAN MARKETER 8: EDITOR

DOER

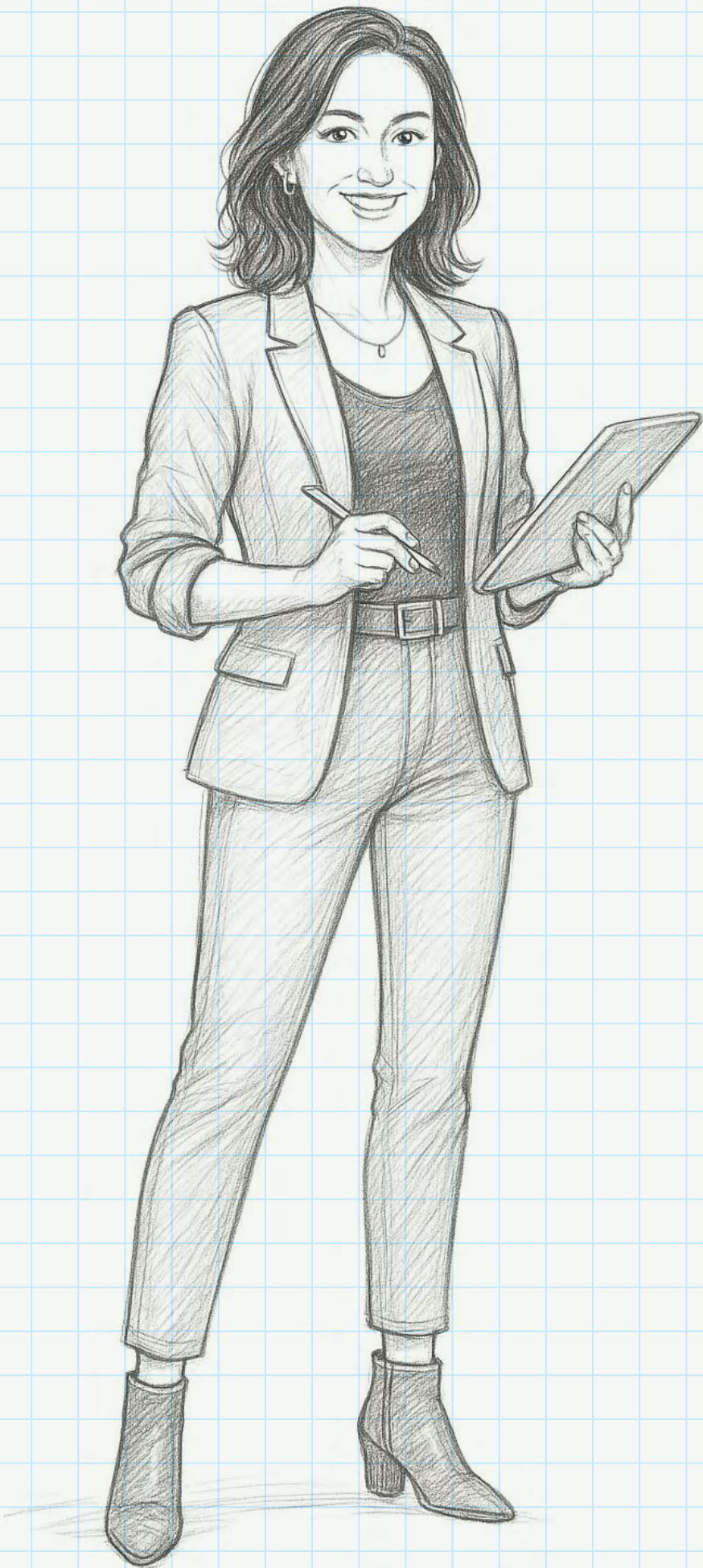
## PROFILE: QUALITY CONTROLLER

### FUNCTION:

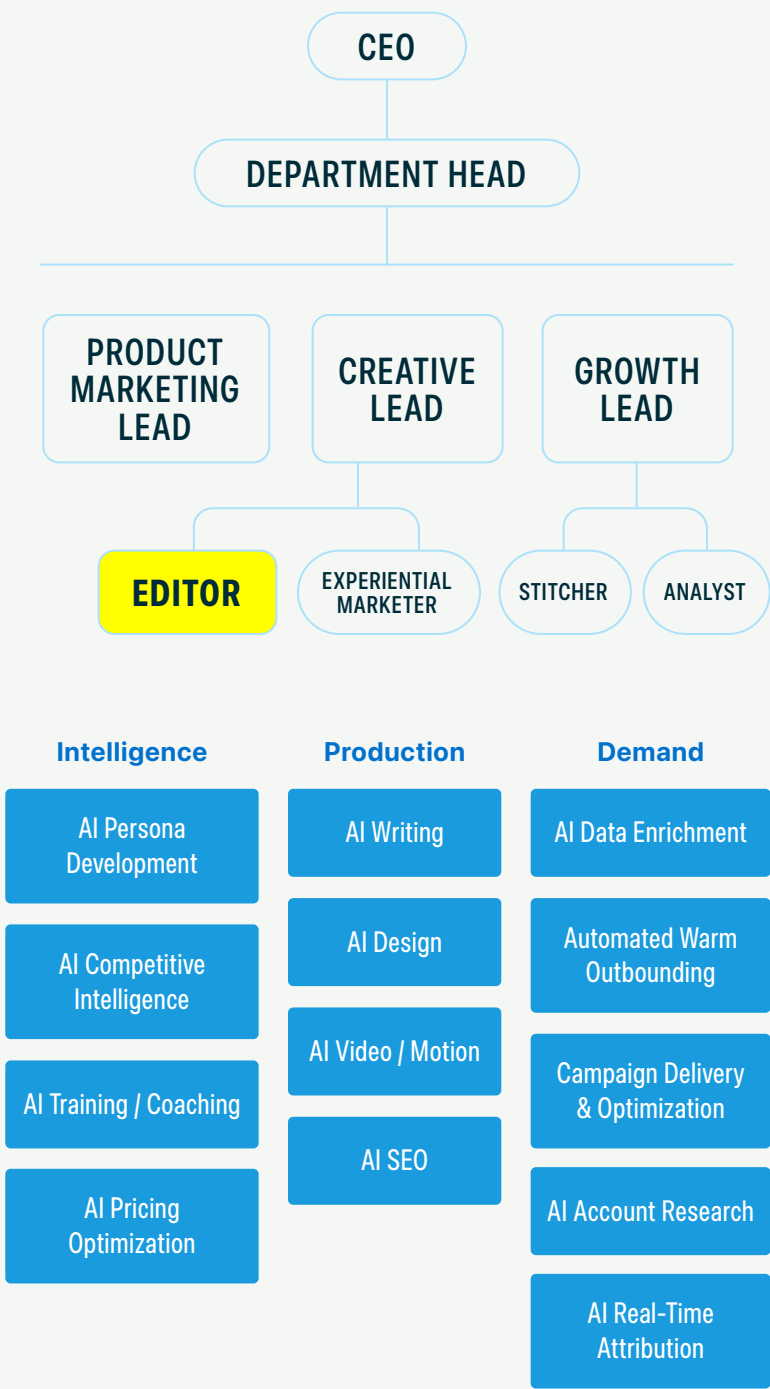
Ensures ramping production doesn't come at the expense of the brand's voice.

### COMMENTARY:

By now, AI team members will exceed their human counterparts. Scale is no longer a primary challenge—quality and consistency are. The editor's role is to make certain that the qualities that make the brand the brand are not lost in the surge in output. They deliver on content and brand strategy while adding a human element to machine-generated content.

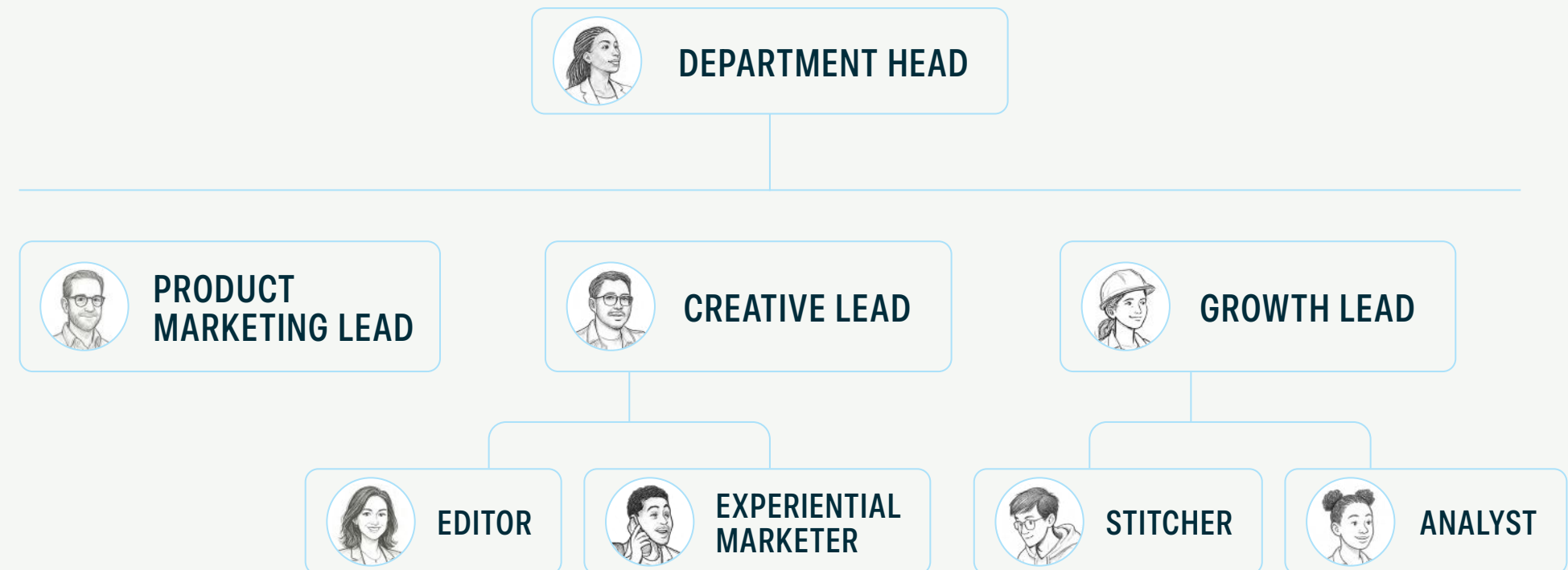


## MARKETING TEAM



# THE ULTIMATE 8-PERSON MARKETING ORG

Naturally, this hypothetical org design can flex based on the what the company produces, how it goes to market, and the audience it sells to. But regardless of these nuances, AI has proven its ability increase marketing output, improve operational efficiency, and supply relevant and dispassionate data insights. If \$100M in ARR is considered "scale" then there's little reason this design, or one similar, can drive a company to that milestone.



## Intelligence

AI Persona Development

AI Competitive Intelligence

AI Training / Coaching

AI Pricing Optimization

## Production

AI Writing

AI Design

AI Video / Motion

AI SEO

## Demand

AI Data Enrichment

Automated Warm Outbounding

Campaign Delivery & Optimization

AI Account Research

AI Real-Time Attribution

*QUESTIONS? ADDITIONS?*

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