The AI-First Marketing Org Chart

CMO
Chief Orchestrator of the Ecosystem

Strategic Core

Head of Product
Market insights, portfolio strategy, positioning & messaging

Head of Brand
Brand positioning, through leadership , PR, internal comms

Head of Operations
Resource allocation, orchestration, systems gov

Head of AI Agent Strategy
AI use case roadmap, budget management, impact measure

Head of Growth Mktg
Growth loops, demand & pipeline acceleration

Field Mktg Manager
Only execution exception: Field execution, events, regional activation
- Webinar Planner Agent
- Partner Co-Mktg Agent
- Territory Account Prioritization Agent

Orchestration and Governance Layer (Control Plane)
- Intake & prioritization
- Launch readiness
- Routing & scheduling
- Reporting standards

Workflow Traffic Coordinator (Orchestration Manager)
Queue mgmt, handoffs, calendar, SLA tracking, escalation triage
- Intake Triage Agent
- Prioritizing & Capacity Agent
- Scheduling Agent
- SLA & Escalation Agent

Specialist Agencies
Strategic initiatives & one-off programs

PR Agency
Traditional & Digital
Retainer

Brand Strategy Firm
Positioning, narrative, brand architecture
Project

LinkedIn Thought Leadership Agency
Strategy, exec voice, editorial calendar
Program

Execution Layer (outsourced & AI-enabled)
Strategically outsourced delivery. Capacity scales up or down.

Operations Pod
Senior Manager Mktg Ops	Senior AI Data Analyst	Account Scoring Agent
Mktg Automation Specialist	Lead Enrichment Agent	Product Update Email Agent

Creative Pod
Senior AI Designer	Creative Brief Agent	Resizing & Formatting Agent
Junior Designers (2-1/2 FTEs)	Ad Versioning Agent	Figma AI Agent
UI/UX Designer	User Journey Agent	Visualization Agent
AI Video Editor	Video Editing Agent	Video Content Repurposing Agent

AI Innovation Lab
Prompt & Context Engineer	Workflow Architect	AI Operations Lead
AI Automation Specialist	Senior Data Engineer	Workflow Mapper Agent
Use Case Clarifier Agent	Guardrails Author Agent	Token/Cost Governor Agent
ROI & Feasibility Scorer Agent	Obervability Agent	PRD Document Creator

Brand, Comms, & Community Pod
Senior AI Writer (2)	Brand Guardian Agent	Keyword Researcher Agent
Social Media Manager	Content Atomization Agent	Social Monitoring Agent
Content Brief Agent	QC Agent	Email Writer Agent

Product Pod
Product Mktg Director (2)	Competitive Battlecard Agent	Sales Enablement Agent
Call Insight Miner Agent	Launch Plan Builder Agent	Customer Proof Builder Agent
Win/Loss Agent	Pitch Deck Builder Agent	Mock Focus Group Agent

Growth Marketing Pod
Strategic Campaign Manager	Search Everywhere Manager	AI Visibility Agent
Paid Media Manager	Web Solutions Manager	Landing Page Optimizer Agent
6QA Intent Messaging Agent	Signals-to-Meeting Agent	Keyword Researcher Agent

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