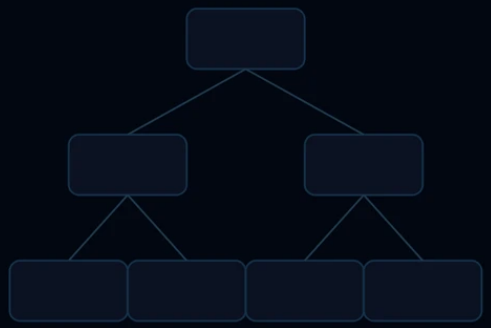
TEAM OF TEAMS · PRODUCT MARKETING

The org chart is not how the work actually moves.

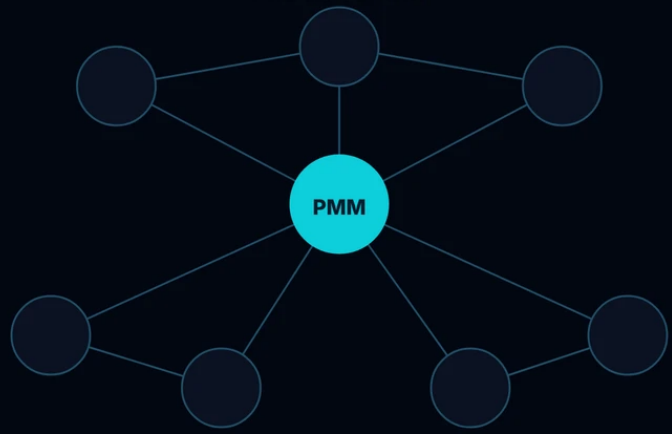
Nobody reports to you. The launch ships anyway — through the network, not the pyramid.

THE PYRAMID



Built for stability.
Breaks when the ground moves.

THE NETWORK



Built for change. Scales on trust,
not on layers of oversight.

Shared context beats permission. Small teams move when everyone can see what matters.

After Gen. Stan McChrystal, Team of Teams — applied to taking a product to market.