

Organizational Trends: Emerging New Titans and Resistant Old Guard

In the ever-evolving landscape of organizational structures, agility reigns supreme.

Every twelve months, an astonishing 40% of executives within medium and large companies undergo shifts in job titles, showcasing the fluidity and adaptability inherent in modern corporate environments.

These shifts, driven by a myriad of factors including internal promotions, external hires, and resignations, present a pivotal moment for companies to reassess the relevance of each executive role.

Let's explore the transformative trends reverberating across the upper echelons of organizational charts, where established stalwarts coexist with dynamic newcomers, each shaping the future of corporate leadership.

The Emergence of New Titans

Over the past two years, 48 job titles (refer to the list below) have experienced growth by over 200 positions, with four newcomers seizing the spotlight: VP of Growth, VP of Revenue, VP of Customer Success, and VP of HR and Culture.

These roles, emerging roughly seven years ago, mirror evolving organizational priorities, signaling a shift towards customer expansion, dynamic pricing, customer retention, and fostering positive work environments.

The remaining 44 titles have maintained a robust presence in organizational charts for decades. Their recent growth reflects an increasing demand for domain expertise within the C-Suite to navigate an ever-complex corporate landscape.

Adaptability of Established Roles

Overall, only 13 job titles (refer to the list below) out of 370 have declined by over 20 positions, confirming the resilience and enduring relevance of established roles.

While change sweeps through, three job titles - VP of Project Management, Co-Managing Director, and Executive Vice President - have seen declines of over 100 positions, as favoring more individual responsibilities than generalized oversight.

For example, Co-Heading, such as Co-Managing Director or Co-President in our list, promotes collegiality and enables handling complex missions that may be too challenging for a single person. Today, there is a preference for less Co-Heading, aiming to increase accountability and manage complexity through more direct reports with specialized expertise.

Insights from the Frontlines

The emergence of fresh roles at the apex of companies underscores the need for specialized expertise in innovative initiatives.

For instance, in the last seven years, VP Data, VP Digital, VP Social Media, and VP Analytics have undergone fluctuations as their expertise was integrated across organizations.

Let's delve into the rationale behind why four key roles defy norms and continue to grow:

VPs of Customer Success: Pioneering strategies for long-term client satisfaction, especially in B2B contexts.

VPs of Revenue: Crafting initiatives to maximize revenue generation across all channels, with a keen focus on industries like hospitality and transportation.

VPs of Growth: Leading strategic efforts to ensure sustainable business expansion, particularly in consumer-oriented sectors.

VPs of HR & Culture: Designing and implementing HR strategies aligned with company goals, crucial for fostering positive workplace environments.

Key Takeaways

Analyzing the top tiers of organizational charts unveils strategic priorities. Amidst rapid changes in executive teams, expert roles are in high demand.

The emergence of lesser-known roles like VP Revenue, VP Growth, VP Customer Success, and VP HR & Culture marks a significant shift in the corporate landscape.

With these insights, it's evident: the winds of change are blowing, and the organizational charts of tomorrow will look vastly different from today's.

Methodology: We've examined positions at 80,000 companies generating over \$100 million annually, identifying significant shifts in job titles from January 2022 to January 2024. The below appendix lists their 48 fastest-growing and 13 fastest-declining business titles. Please [contact us](#) for further information.

Appendix: The 48 Fastest-Growing and 15 Fastest-Declining Business Titles

The 48 fastest-growing business titles between January 1, 2022, and January 1, 2024, at the 80,000 companies generating over \$100 million in annual revenue.

Business titles	Headcount Change	Headcount on 1/1/2022	Headcount on 1/1/2024	Growth
VP of HR	2724	16826	19550	16%
VP of Finance	1517	7395	8912	21%
VP of Legal	1227	7164	8391	17%
VP of Control	1141	3701	4842	31%
VP of IT	1051	3618	4669	29%
VP of Sales	1033	9428	10461	11%
VP of Marketing	1010	9911	10921	10%
VP of Engineering	908	3933	4841	23%
VP of Product	790	3263	4053	24%
VP of Accounting	776	2315	3091	34%
VP of Audit	732	1625	2357	45%
VP of Tax	725	1086	1811	67%
VP of Financial Planning & Analysis	648	688	1336	94%
VP of Commercial	647	2214	2861	29%
VP of Procurement	638	1996	2634	32%
CTO	582	5687	6269	10%
Partner	581	1297	1878	45%
VP of Supply Chain	555	1489	2044	37%
CIO	549	3896	4445	14%
VP of Account Management	514	1783	2297	29%
VP of Information Security	513	694	1207	74%
VP of Strategy	470	2352	2822	20%
VP of Risk	437	937	1374	47%
VP of HR & Culture	432	587	1019	74%
VP of Sustainability	414	437	851	95%
VP of Talent Acquisition	359	978	1337	37%
VP of Compliance	358	1668	2026	21%
VP of Investment	354	1714	2068	21%
VP of Creative	351	1935	2286	18%
VP of Product Management	344	1197	1541	29%
VP of Growth	319	806	1125	40%
VP of Revenue	313	1554	1867	20%
VP of Software Engineering	309	392	701	79%
VP of Property	299	333	632	90%
VP of Customer Success	283	980	1263	29%
VP of Technology	277	1443	1720	19%
VP of Development	270	2327	2597	12%
Chief of Staff	267	732	999	36%
VP of Quality	259	855	1114	30%
VP of HR Operations	256	327	583	78%
VP of Regulation	245	202	447	121%
VP of Transformation	243	396	639	61%
VP of Art	234	268	502	87%
VP of Logistics	232	684	916	34%
VP of Executive Officer	229	1485	1714	15%
VP of Quality Assurance	228	333	561	68%
VP of Underwriting	225	575	800	39%
CISO	217	165	382	132%

The 13 fastest-declining business titles between January 1, 2022, and January 1, 2024, at the 80,000 companies generating over \$100 million in annual revenue.

Business titles	Headcount Change	Headcount on 1/1/2022	Headcount on 1/1/2024	Growth
VP of Project Management	-737	3908	3171	-19%
Co-Managing Director	-600	1151	551	-52%
Executive Vice President	-211	1576	1365	-13%
Co-CEO	-96	330	234	-29%
VP of Site	-71	172	101	-41%
President of Subsidiary	-48	247	199	-19%
VP of Exploration	-40	294	254	-14%
Senior Managing Executive Officer	-31	296	265	-10%
Head of Business Planning	-29	249	220	-12%
VP of Financial Control	-25	233	208	-11%
VP of Corporate	-25	214	189	-12%
Co-President	-25	145	120	-17%
CFO & Admin	-22	128	106	-17%

On January 1, 2022, and January 1, 2024, there were 370 roles positioned either one or two levels below the CEO, totaling over 100 executives.

Altogether, they represent 441,208 executives in 80,453 companies on January 1, 2022, and on January 1, 2024.

The 48 business titles listed above have grown by over 10% during the period. Thirteen of them (blue) have experienced growth exceeding 50%.

The 15 business titles listed above have declined by over 10% during the same period. One of them (blue) has experienced a decline of over 50%.