

Growth Role: The Interview Checklist

Meet with Executive Team (CEO)

1. Does the executive team have the right understanding and expectation for growth?
2. Does the executive team fully support the approach of testing and experimentation?

Meet with Functional Team Leader (VP Product, VP Marketing)

3. Do you sense the marketing & product team are very siloed?
4. What are the metrics company focus on internally? Who is responsible for what? How comfortable and savvy is the team with data?
5. Will you have access to engineering and designer resources to build growth experiments? How is priority being set?

Meet with Your Manager

6. Where does growth team fit in and who does the growth person report to? Is Growth team a dedicated team or does growth team report to VP product/marketing?
7. What is the current focus for growth? Does the company core channel of growth match your skill set and past experiences?
8. What is the current status of growth practices? Anyone prior to you responsible for growth? What has been tested? What is the data and testing infrastructure like?