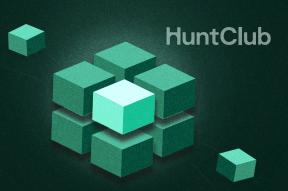# The Fall of the Silo & The Rise of Consolidated Teams

HuntClub

Headcount, once a symbol of progress, has become a problem.
For years, growth had a simple formula: More. More people, more roles, more teams, more motion. But in today's market, that formula breaks down. "More" brings more silos, more hand-offs, more overlapping functions. Consider the following quote from **Michael Fiddelke**, CEO of Target, in an October 2025 employee memo announcing 1,800 layoffs:

"Too many layers and overlapping work have slowed decisions, making it harder to bring ideas to life."

That phrasing matters.
The issue is cost, yes, but it's also decision velocity. Their internal friction and inefficiency may have cost them more than headcount itself.

What now? Many companies facing headcount challenges might be asking, "So… how many do we cut?" But what if that question itself is *flawed*? What if instead, we asked, "How can the team we have now move faster, smarter, and together?" This has given rise the consolidated team, a trend we are seeing grow in popularity, and impact.

The Case for Consolidation

Unified Leadership:
A single leadership structure ensures cohesive strategy and aligned execution.

Aligned Objectives:
Merged teams rally around shared revenue goals instead of competing KPIs.

Faster Decisions:
Fewer handoffs, more speed. Consolidation cuts friction and lets teams respond to market changes in real time.

Resource Optimization:
Shared tools, shared data, and smarter use of talent mean less waste and more impact.

Executive Guidance: 3 Questions to Ask

If you're a founder, investor, CEO, or GTM leader, here are three questions to guide consolidating disparate functions under one, unified structure:

→ What are the problem statements?
Question existing structures and challenge the status quo. Where are there duplicated workflows, conflicting incentives, or fractured data flows? Which decisions would move faster under one leader?

→ What is the single highest-impact metric?
Consolidation requires picking a North Star. Are your teams aligned or still chasing disparate KPIs?

→ How does tech & AI support the merged engine?
Do you have shared systems and data platforms? Are you enabling the cross-function workflows that new models demand? Don't forget: merging structure but keeping tech silos = a prettier version of the same problem.

Ready to rethink your org design or identify the talent that can accelerate your next phase of growth?

Get in touch with our team → huntclub.com

Practical Advice for Consolidating GTM Teams, According to Hunt Club Experts

"Go-To-Market" is a powerful framework for unifying revenue-driving teams. With companies navigating pressures to create ongoing value, it's clear why this shift is happening.

CRO Amanda Malko on the 3 non-negotiable skills GTM leaders must have:

1. **P&L fluency** in both top-line and bottom-line metrics. This means more informed decisions that drive sustainable growth and profitability, rather than short-term gains.

2. **Cohesive leadership rooted in goal-setting,** creating alignment and unified KPIs across functions.

3. **Ability to influence at scale,** allowing GTM leaders to align stakeholders, shape outcomes, and move initiatives forward across functions.

Amanda Malko is a 3x CMO and the current Chief Revenue Officer at Thinkific. She is a GTM leader in Hunt Club's ExpertAccess Program. **MEET AMANDA →**

Don't leave CS as an after thought

Sales & marketing teams are the usual suspects when companies begin consolidating GTM functions. But Customer Success needs the same cross-functional alignment.

"As long as there's alignment between CS and GTM teams, it doesn't matter what department they're in, or who reports to whom. The most effective org structure I've seen is anywhere there's alignment with GTM."

Lawrence Waldman is the Global Head of Client Experience at GLMX. He is a Customer Sucess Executive and GTM advisor in Hunt Club's ExpertAccess Program. **MEET LAWRENCE →**