

Market Intelligence

Two companies can grow at the same rate and still be fundamentally different businesses. This dataset shows you the difference: how a company's workforce is actually organized.

Segment markets by workforce structure, not just firmographics. Know whether a company is engineering led, sales driven, or operations heavy before you engage.

WHAT THIS SHOWS

- The dominant function inside each company (engineering, sales, operations, specialist, or other) and how large that function is relative to the whole.
- How diversified or concentrated a company's role mix is, which tells you whether you are looking at a focused operator or a broad organization.
- Structural differences between companies that look identical on revenue, headcount, or industry classification alone.

SIGNALS INCLUDED

- All Growth Intelligence signals (headcount, growth, tenure)
- Primary role bucket and its share of total workforce
- Count of distinct role categories per company
- Role diversity classification (low, moderate, high)

FORMAT

CSV or Parquet. Company year level. Same cohort as Growth Intelligence with additional structural fields. Drop in replacement for the Growth layer with deeper resolution.

WHAT YOU CAN DO WITH IT

- Split a target market into engineering led, sales led, and operations heavy segments and tailor outbound messaging to each.
- Find structurally similar companies across unrelated industries for TAM expansion or comp analysis.
- Score acquisition targets on workforce fit: a sales heavy org absorbing an engineering heavy one carries integration risk.
- Track when a company shifts its dominant function from one year to the next, which often signals a strategic pivot.
- Build account tiers that combine growth velocity with organizational shape, not just size and revenue.

BUILT FOR

- Market research teams building segmentation beyond industry and revenue brackets.
- Competitive intelligence teams benchmarking how rivals allocate workforce.
- Sales strategy leads designing ICP models around organizational shape.
- M and A teams assessing structural compatibility before deeper diligence.

Start with a sample. See the data before you commit.

data@vivameda.com