

## **Case Wildfire Entertainment**

### **Questions for discussion**

1. Describe the context Wildfire faced in the early days of its development. What are key competitive factors for success of Wildfire Entertainment? Why might a single organizational structure not be effective?
2. What are the pros and cons of the three main organizational archetypes that Wildfire used: functional, matrix/hybrid, divisional?
3. In a context of rapid growth, how can a tech-based start-up know when the organizational structure should be changed?