
Org Builder

Executive Org Chart Intelligence

SCHEDULE On-demand	TARGET LEVEL VP+
SOURCES Apollo, LinkedIn, Serper	OUTPUT Exec org chart

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Overview

Org Builder takes a company name and outputs the VP+ executive team with titles, tenures, and LinkedIn profiles. It combines Apollo's people database with Apify LinkedIn scraping (supreme_coder-linkedin-profile-scraper at \$3/1,000 profiles) and Serper domain discovery to build a complete organizational map. Groq Llama 3.3 70B handles title normalization and seniority classification at sub-200ms latency per exec.

Results are formatted for Airtable import, giving BCG consultants instant visibility into client decision-making hierarchies. The challenge is disambiguation: multiple people with the same name, outdated Apollo records vs. current LinkedIn data, and subsidiaries vs. parent company filtering. Each lookup maps the full C-suite and VP-level leadership with verified current status.



How It Works

- 1 Input Company + Domain Resolution**

User provides a company name. Serper resolves the canonical domain, then Groq Llama 3.3 70B normalizes the company entity name and classifies industry before beginning the executive search.

- 2 Apollo People Search**

Query Apollo's database for executives at the target company. Filter by seniority level to surface VP, SVP, EVP, C-suite, Managing Director, and Partner titles.

- 3 LinkedIn Scrape (Apify)**

Apify actor `supreme_coder-linkedin-profile-scraper` (\$3/1,000 profiles, 150x cheaper than previous actor) scrapes each exec. Extracts current title, tenure start, education, prior roles. Cross-references against Apollo data to resolve conflicts and verify currency.

- 4 Filter VP+ Titles (Groq Llama 3.3 70B)**

Groq Llama 3.3 70B classifies title seniority. Retains VP-level and above: VP, SVP, EVP, C-suite, MD, Partner. Handles non-standard titles (e.g. "Head of" = VP-equivalent, "Principal" varies by firm). Sub-200ms per classification.

- 5 Output Exec Team**

Generate formatted org chart with name, title, tenure, and LinkedIn profile URL. Results are grouped by department and sorted by seniority for immediate Airtable import.

APIS USED

Apollo (People Search API)

Apify (supreme_coder~linkedin-profile-scraper)

Serper (domain resolution)

Groq Llama 3.3 70B (classification)

COST PER LOOKUP

Per-lookup based pricing: Apollo credits for people search + Apify for LinkedIn scraping. Scales with number of executives found at target company.

OUTPUT FIELDS PER EXECUTIVE

- **Full Name** First and last name from LinkedIn profile
- **Title** Current title at target company
- **Tenure** Start date and duration in current role
- **LinkedIn URL** Direct link to verified profile