

Stockholders



- The owners of a corporation
- They have contributed cash or some other form of consideration in exchange for their ownership interest



Board of Directors



- Group of people legally charged with the responsibility to govern a corporation
- Select the Chief Executive Officer and review his or her performance
- Ensure that corporate resources are managed effectively



Chief Executive Officer

C E O



- Reports to the Board of Directors and is tasked to carry out the strategic plans and policies established for the corporation
- Inspires employees to support the organization's vision, mission and purpose
- Looks to the future for new opportunities



Chief Operating Officer

COO



- This exceptional person has the toughest assignment in the company because their job requires a tremendous breadth of knowledge across a wide variety of job functions
- Manages the corporation's operations by directing and coordinating activities consistent with the company's established goals and policies
- It takes a person with great patience, knowledge, decisiveness, and dedication to be successful in this job



Chief Financial Officer

C F O



- Directs the overall financial plans and accounting practices of the corporation and is often referred to as the “MONEY” watchdog
- Oversees treasury, accounting, budget, tax and audit activities
- Directs the financial planning, budgeting, procurement, and investment activities



VP of Marketing



- This person is responsible for promoting the consumption of the company's products and services to the global market
- Oversees a wide range of activities involved in making sure that the corporation meets the needs of customers with its products and services
- This person needs to exercise great judgment to ensure that companies do not attempt to push products and services into markets where consumers don't want or need them



VP of Sales



- Primary responsibility for delivering the corporations revenue targets across all revenue streams and all sales channels
- Oversees the development of policies, procedures and objectives for selling the organization's products and services
- Negotiates transactions with customers



Chief Information Officer

C I O



- Contributes to general business planning regarding technology and systems required to maintain company operations and competitiveness
- Recognizes new developments in information systems technology and matches them with organizational requirements
- Ensures secure global network for both internal and external communication needs
- Ensures that corporate web-site and e-commerce capabilities are operational and secure



VP of Research and Development



- This individual must have a view into the future by driving his team to build the products and design the services that will keep the company on the leading edge of the market
- Ensures that products are designed or re-designed, or new product lines introduced, in order to meet market demand and drive innovation



VP Human Resources



- Commonly as the Vice President of People
- Responsible for ensuring that the corporation maintains an exceptional work force as it continues to grow and expand
- Directs programs for all people areas including:
 - Employment
 - Employee relations
 - Compensation
 - Training and development
 - Benefits administration
 - Equal employment opportunity
 - Performance management



General Counsel



- Responsible for all corporate legal work and directs a staff of legal professionals to protect and comply with:
 - Intellectual property
 - Competition law
 - Compliance
 - Antitrust
 - Corporate contracts
 - Standards for business conduct

