

# 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

## C O O



- 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

