# Executive Team Responsibilities

1/25/14

1. **Leadership (CEO, President, COO)**
   1. **Team Formation and Team Dynamics**
      1. Primary Team Formation and Management
         1. Roles and Responsibilities
         2. Executive Compensation
         3. Professional Development
         4. Team Chemistry
         5. Target Organization Charts
      2. Support Team Formation and Management
         1. Professional Support Staff
         2. Advisors
         3. Board of Directors
   2. **Values and Vision**
      1. Definition and Communication of Values and Philosophies
      2. Definition and Communication of Vision and Overall Direction
      3. Review / Oversight of Company Alignment with Values and Vision
   3. **Growth Strategies**
      1. Base Business Focus
      2. Outsourcing / Partnership Strategies
      3. Licensing / Intellectual Property Strategies
      4. Organic / Acquisition Growth Strategies
      5. Employee Development Strategies
   4. **Planning**
      1. Strategic Plans
      2. Financial Models and Projections
      3. Business Plans
   5. **Written Communications**
      1. Investor / Advisor Newsletter
      2. Internal Newsletter
   6. **Meetings**
      1. Weekly / Monthly Executive Meetings
      2. Weekly / Monthly Departmental Meetings
      3. Executive Offsite Meetings
      4. Monthly / Quarterly / Annual “all hands meetings”
      5. Key Customer / Prospect Meetings
      6. Key Partner Meetings
   7. **Corporate Governance**
      1. Corporate Records
      2. Company Policy Manuals and Guidelines
      3. Board and Committee Meetings
      4. Annual Meetings
      5. Compliance Documentation
      6. Investor / Prospect Contact Documentation
      7. Legal Opinions, Agreements and Contracts
   8. **Plan Execution**
      1. Key Meetings and Status Reports
      2. Key Business Processes
      3. Key Performance Indicators
      4. Tactical and Long-term Projects
      5. Major Issues, Opportunities, Challenges and Obstacles
      6. Milestones and Growth Phases
      7. Goal Systems and Achievement Processes
2. **Marketing (VP Marketing)**
   1. **Marketing Team Formation and Management**
      1. Marketing Executives and Employees
      2. Marketing Consultants and Contractors
      3. Marketing Partners
   2. **Market Intelligence**
      1. Marketing Intelligence Plan
      2. Competitive Comparisons
      3. Market Trends and Assumptions
   3. **Branding and Positioning** 
      1. Brand Strategy and Management Plan
      2. Positioning Strategy
      3. Company / Division / Product Taglines and Brand Icons
   4. **Product Management**
      1. Product Management Methodologies and Strategies
      2. Product and Service Definition (Current and Future)
      3. Packaging, Pricing, and Promotions Strategy
   5. **Market Segmentation and Focus Strategy**
      1. Market Mapping and Segment Selection
      2. Routes to Market Strategy
      3. Channel / Partnership Strategy
         1. Complete Solution Strategy
         2. Partner Recruitment
         3. Partner Programs, Training
         4. Partner Management
   6. **Marketing Communications**
      1. Marketing Communications Strategy
      2. Key Value Propositions and Marketing Messages
      3. Advertising Strategy
      4. Brochures and Handouts
      5. Website(s), E-Commerce, Social Media Strategy
      6. Downloads and White Papers
   7. **Public Relations Strategies**
      1. Public Relations Management Plan
      2. Press Releases
      3. Articles
      4. Radio and TV Interviews
   8. **Lead Generation**
      1. Lead Generation Strategies
      2. Hopper System Management / Nurture Marketing Programs
      3. Targeted Marketing Plan: Direct Mail, Telemarketing, Email, Fax, etc.
      4. Mass Marketing Plan: Advertising, Internet, etc.
      5. Networking and Referral Strategies
      6. E-Commerce, Social Media System Management
   9. **Loyalty and Retention Programs**
      1. CRM System Definition, Implementation, and Management
      2. Customer Focused Programs
3. **Sales (VO Sales)**
   1. **Sales Team Formation and Management**
      1. Sales Executives and Employees
      2. Sales Consultants and Contractors
      3. Sales Partners
   2. **Sales Compensation Management**
      1. Compensation Plan Development and Management
      2. Quota, Territory, and Account Assignments
      3. SPIFs and Incentive Programs
   3. **Sales Results Management**
      1. Sales Forecasting Management
      2. Sales Results Reporting
      3. Pricing, Promotions, and Discount Management
      4. Lost Opportunity / Lost Sales Analysis
   4. **Sales Support Systems**
      1. Lead Generation Strategy Development and Management
      2. Contact Management Systems
      3. Major Customer Management Systems
      4. Demonstration Systems
      5. Sales Process Determination, Implementation, and Management
      6. Sales Support Systems Design, Implementation, and Management
      7. Sales Training and Mentoring Management
      8. Collateral Management
4. **Financial Management (CFO)**
   1. **Team Formation and Management**
      1. Executives and Employees
      2. Consultants and Contractors
   2. **Bookkeeping and Controls**
      1. Accounts Payable / Disbursements Function
      2. Vendor / Supplier Policies and Management
      3. Invoicing Function
      4. Credit and Collections
      5. Costing Systems
      6. Accounting Controls
   3. **Payroll**
      1. Payroll Policies and Procedures
      2. Employee Signup
      3. Benefits and Deductions Management
      4. Payroll Data Collection
      5. Garnishments and Assignments
      6. Payroll Processing
      7. Payroll Tax Remittance and Management
      8. Payroll Reporting
   4. **Compliance**
      1. Estimated Tax Payments
      2. Annual Tax Returns
      3. Audits
      4. SEC Filings
   5. **Risk Management**
      1. Risk Identification and Mitigation Planning
      2. Property and Casualty Insurance
      3. Automobile and Truck Insurance
      4. Key Man Insurance
      5. General Liability Insurance
      6. Errors and Omissions Insurance
      7. Professional Liability Insurance
      8. Directors and Officers Insurance
      9. Workers’ Compensation Insurance
      10. Umbrella Insurance
      11. Surety and Performance Bonds
      12. Business Continuance Planning
      13. Records of Claims and Resolutions
   6. **Cash Management / Treasury Function**
      1. Deposits
      2. Bank Account Reconciliation
      3. Banking Authority and Check Signing Privileges
      4. Credit Card Management
      5. Cash and Investments Management
      6. Cash Flow Forecasts
   7. **Capitalization** 
      1. Capital Strategy Development
      2. Banking Relations
      3. Asset-Based Lending Relations
      4. Investor Relations
   8. **Asset Management**
      1. Fixed Asset Records and Systems
      2. Real Property
      3. Personal Property
      4. Intellectual Property
      5. Inventories and Supplies
   9. **Financial Planning and Results Management**
      1. Budget Development
      2. Financial Projections and Pro-Formas
      3. Expense Controls
      4. Monthly / Annual Adjustments
      5. Monthly / Annual Closings and Reporting
      6. Variance Reporting and Management
      7. Profitability Management (Customers, Channels, Products)
   10. **Company Value Management**
       1. Periodic Company Valuations
       2. Determination, Communication, and Management of Value Drivers
5. **Operations and Administration (COO, Operations Manager)**
   1. **Human Resources**
      1. **HR Team Development and Management**
      2. **Employee Legal Considerations**
         1. Employment Law Compliance
         2. Employee Policies, Guidelines, and Manuals
         3. Employee Disputes and Grievances
         4. Union and Collective Bargaining Agreements
      3. **Employee Recruiting Management**
         1. Position Descriptions
         2. Advertising
         3. Profiling and Interviewing
         4. Outsourced Recruiting Management
         5. Offers and Expectation Setting
      4. **Employee Management**
         1. Employee Compensation Planning and Management
         2. Job Descriptions, Roles, and Responsibilities
         3. Performance Evaluations
         4. Organizational Charts (Past, Present, and Future)
         5. Employee Retention Programs
         6. Employee Safety, Diversity, and Harassment Training
         7. Professional Development
         8. Company Event Management
      5. **Benefit Programs** 
         1. Medical, Dental, and Vision Benefits
         2. Optional Deductions
         3. Retirement and Stock Purchase Programs
   2. **Information Systems and Telecommunications**
      1. IT Team Development and Management
      2. Information and System Security Management
      3. Business Continuance Management
      4. Internal Applications Management
      5. Operations Management
      6. Personal Computer Management
      7. Printing Resource Management
      8. IT Project Management
      9. Documentation and Training
      10. Internet Policies and Controls
      11. Telecommunications Management
   3. **Legal**
      1. Legal Team Development and Management
      2. Contract Administration
      3. Intellectual Property Protection
      4. Securities and Exchange Commission Compliance
      5. Patent Protection
      6. Records of all Litigation, Claims, Disputes, and Encumbrances
      7. Records of all Environmental Regulations and Compliance
   4. **Administrative Services**
      1. Administrative Team Development and Management
      2. Administrative Equipment Management
      3. Travel Coordination
      4. Key Filing Systems (Corporate Records, Contracts, etc.)
   5. **Facilities**
      1. Facilities Team Development and Management
      2. Rent / Lease Management
      3. Facility Maintenance
      4. Facility Decoration
      5. Workspace Management
      6. Facility Safety Management
   6. **Manufacturing, Distribution, Assembly, and Kitting**
      1. Manufacturing and Distribution Team Development and Management
      2. Logistics Management
      3. Safety Management
      4. Quality Management
      5. Efficiency Management
      6. Inventory Management
      7. Supply Chain Management
      8. Production Control Systems
      9. Manufacturing and Distribution Application Systems
      10. Fulfillment Systems Management
      11. Outsourced Function Management
      12. Regulations and Compliance Management (OSHA, Environmental, etc.)
6. **Product Development (VP Engineering)**
   1. **Team Formation and Management**
      1. Executives and Employees
      2. Consultants and Contractors
      3. Partners
   2. **Product Life-cycle Management**
      1. New Product Development Management
      2. Product Enhancement Management
      3. Product Retirement Management
   3. **Technology Intelligence**
      1. Technology Research
      2. Competitive Technology Intelligence
      3. Technology Training and Professional Development
   4. **Product Development Project Management**
      1. Budget and Schedule Management
      2. Design Time Improvements
7. **Customer Service (VP Customer Service)**
   1. **Team Formation and Management**
      1. Executives and Employees
      2. Consultants and Contractors
      3. Partners
   2. **Customer Service Development**
      1. Service Goals and Expectation Management
      2. Customer Service Training
   3. **Customer Satisfaction Management**
      1. Problem Management
      2. Quality Control Systems
   4. **Point of Service Marketing Management**
      1. Up-sell Management
      2. Cross-sell Management
      3. Referral Management