

Company Name

Street Address
Your City, ST ZIP

YOUR LOGO

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YOUR PLACE IN THE COMPANY: **Chief Executive Officer**

YOUR LEADER: Board of Directors

WHO YOU LEAD, TEACH AND SUPPORT: VP-Operations, VP-Marketing and Sales, VP-Production, VP-Finance

HOW YOU HELP THE COMPANY SUCCEED: Execute the policies and directives of the Board of Directors regarding the operations and growth of the company.

MAIN RESULTS EXPECTED FROM YOU:

- Provide leadership to the company no matter the operational and financial environment in which the company is operating.
- Acquire customers by directing the abilities and assets of the company to meet the needs of the defined market.
- Retain customers by fulfilling company's contractual obligations.
- Provide staff support to VP-level management.
- Provide VP-level management with recommendations for corrective measures to align performance with the company's strategic objectives.
- Direct the operations of the company.
- Report on the operations of the company.

MAIN WORK YOU DO:

- Meet the sales projections set by the Board of Directors in the annual budget.
- Ensure that the net profit before taxes for any fiscal year will be at least 10% of gross sales for the same period.
- Ensure that the employees of the company will receive an adequate amount of financial, managerial, and material support to carry out all assigned position strategic objectives.

The information above represents the **minimum** expectations for this position.

Please feel free to exceed those expectations.