

# CEO • CFO • COO

WHO THEY ARE | WHAT THEY DO | WHY THEY EXIST | HOW THEY ADD VALUE



## CEO

### Chief Executive Officer

#### Who they are:

- The highest-ranking executive in the company.
- Often the founder or a key shareholder.
- Reports to the board of directors.

#### What they do:

- Sets the overall vision and strategy of the company.
- Makes major corporate decisions.
- Manages the overall operations and resources of the company.
- Acts as the main point of communication between the board and corporate operations.

#### Why they exist:

- To provide leadership and direction.
- To ensure the company's goals and objectives are met.
- To represent the company in public affairs.

#### How they add value:

- Drives the company towards its strategic goals.
- Builds and maintains a strong company culture.
- Enhances the company's market position and growth potential.

#### Main KPIs:

- Revenue growth
- Profit margins
- Market share
- Employee engagement
- Customer satisfaction



## CFO

### Chief Financial Officer

#### Who they are:

- The top financial executive in the company.
- Reports to the CEO.
- Often has a background in finance or accounting.

#### What they do:

- Manages the company's financial planning, forecasting, and analysis.
- Oversees the capital structure of the company.
- Manages financial risk and ensures regulatory compliance.
- Prepares and presents financial reports to the board and stakeholders.

#### Why they exist:

- To ensure the financial health of the company.
- To provide accurate financial information for decision-making.
- To manage financial risks and opportunities.

#### How they add value:

- Optimizes the company's financial performance.
- Enhances profitability through strategic financial planning.
- Secures funding and manages investor relations.

#### Main KPIs:

- Return on investment (ROI)
- Debt-to-equity ratio
- Cash flow
- Cost management
- Financial statement accuracy



## COO

### Chief Operating Officer

#### Who they are:

- The top operations executive in the company.
- Reports to the CEO.
- Often has extensive experience in operational management.

#### What they do:

- Manages day-to-day operations of the company.
- Oversees the production, manufacturing, and delivery of products/services.
- Implements operational strategies and policies.
- Ensures operational efficiency and effectiveness.

#### Why they exist:

- To ensure smooth and efficient operations.
- To translate the CEO's vision into actionable operational plans.
- To enhance productivity and operational performance.

#### How they add value:

- Improves operational efficiency and reduces costs.
- Ensures high-quality product/service delivery.
- Enhances customer satisfaction through effective operations.

#### Main KPIs:

- Operational efficiency
- Production volume
- Quality control metrics
- Supply chain management
- Customer service performance