

CFO • CONTROLLER • BOOKKEEPER

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



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



Controller

Who they are:

- The chief accounting officer in the company.
- Reports to the CFO.
- Typically has a strong background in accounting and finance.

What they do:

- Manages day-to-day accounting operations.
- Prepares financial statements and ensures their accuracy.
- Oversees internal controls and audits.
- Ensures compliance with accounting standards and regulations.

Why they exist:

- To maintain accurate financial records
- To ensure the integrity of financial reporting.
- To manage internal financial controls.

How they add value:

- Provides reliable financial data for strategic decisions.
- Enhances the accuracy of financial reporting.
- Ensures compliance with financial regulations and standards.

Main KPIs:

- Financial reporting accuracy
- Internal control effectiveness
- Audit results
- Compliance with accounting standards
- Timeliness of financial reports



Bookkeeper

Who they are:

- The financial record keeper of the company.
- Reports to the Controller.
- Often has a background in bookkeeping or basic accounting.

What they do:

- Records daily financial transactions
- Manages accounts payable and receivable.
- Maintains the general ledger.
- Assists in preparing basic financial reports.

Why they exist:

- To ensure all financial transactions are accurately recorded.
- To manage day-to-day financial operations.
- To support the accounting and finance team with data entry and basic reports.

How they add value:

- Maintains accurate and up-to-date financial records.
- Ensures smooth financial operations.
- Supports higher-level accounting functions with reliable data.

Main KPIs:

- Transaction accuracy
- Timeliness of data entry
- Accounts payable and receivable turnover
- General ledger accuracy
- Support effectiveness for the accounting team