

1.0 INTRODUCTION

The purpose of this job description is to outline the duties and responsibilities of the President/CEO of Sygnetics Corporation.

2.0 FUNCTIONAL ROLE

The basic function (or Mission) of the CEO is to “conceive, design, and provide” quality services that anticipate our customers”. The CEO is also responsible for inspiring and communicating the vision, to plan the future growth, profitability and continuity of the organization, and to administer those policies consistent with the foregoing. He establishes and maintains the organizational direction to achieve the company's goals by using all available resources.

The CEO provides expertise by assisting in the formulation, development, and implementation of sales and operating strategies and policies. He guarantees the continued growth and success of the company by ensuring that all employees meet or exceed established company guidelines.

The CEO also provides ongoing support and expertise to management personnel, assisting them in establishing goals, objectives, policies, and procedures.

3.0 REQUIREMENTS

Education:

- Required: Four year college degree in business and/or management training through seminars, classes, or graduate education.
- Preferred: Masters of Science in Human Resources with management related graduate courses.

Experience:

- A minimum of ten years of upper management experience in a business closely related to the nature of Sygnetics Inc.

Skill, Knowledge and Abilities:

- Strong communication skills paired with analytical and observation skills which demonstrate the ability to set a course or direction.
- Able to evaluate long term and annual business, sales and marketing plans to reach strategic business goals and objectives.
- Able to develop and generate business activity tracking and evaluation reports. Capable of adjusting spending policies based on the expense analysis to ensure pre-planned profit objectives.
- Has strong team building and development skills.

4.0 REPORTING RELATIONSHIP

The Director of Operations, ISO Coordinator, IT Manager, Proposal Manager, FSO, and Accounting Manager report to the CEO.

5.0 ESSENTIAL DUTIES/ RESPONSIBILITIES

- Ensure the legal and prudent operation of the company. Provide guidance, counsel, and direction to the Board of Directors of the company.
- Develop and monitor company policies, including strategic plans, in line with corporate objectives.
- Establish annual company financial and operating goals.
- Serve as role model and mentor/trainer of management.
- Approve all sales contracts, transactions, and marketing plans.
- Keep pace with advances and technological changes in all areas of the business, and take advantage of those which will increase the company's effectiveness and profits.
- Ensure that staffing is adequate for all organizational needs.
- Establish fiscal policies.
- Establish pricing Structure
- Set Quality Control and Quality Assurance Standards
- Overall control and protection of business assets.
- Compliance with all applicable Federal, State and municipality laws and regulations.
- Establishment and maintenance of all external relationships consistent with the goals, philosophies and desired image of Sygnetics, Inc. This shall include banking relationships, customer relations, public relations, vendor relations, and community relations.
- Monitor the operations of the business through verbal and written reports on a regular basis, ensuring that operations are running according to plan and budget.
- Negotiate, accept, or approve all major sales contracts.
- Meet regularly with key personnel to ensure proper information flows through the company.
- Develop and implement company growth strategies and objectives through the development of new markets, diversification and acquisition.
- Represent the company in all legal and top level public relations matters.
- Continually improve the company's image in the marketplace. Understand and strive to exceed customer expectations.
- Conduct performance evaluations of personnel reporting to this position at least annually.
- Review evaluations made by immediate subordinates.
- Annually review all insurance policies.
- Ensure that all employees are provided with written functional descriptions of their responsibilities, duties, and authority. Promote the concepts of "participative" management and the search for "continual improvement" regarding customer satisfaction with emphasis on quality services.

- Review management and control systems to ensure compliance with company policies.
- Participate in tax planning meetings semi-annually with the appropriate professional service, and retain other necessary professionals acting in an advisory or consulting position.
- Monitor and evaluate operating results and adjust the company's operations accordingly to achieve adopted goals.
- Plan marketing and sales strategies and review the annual marketing plan.
- Provide budgetary guidelines
- Meet with management reporting to this position on a regular basis to establish goals, objectives and long-range plans for:
Profit, Revenue, Expense, Capital, Sales & Marketing, and Business Development -.
- Establish and execute plans for purchase and/or replacement of equipment and facilities to ensure continued growth.
- Ensure that adequate working capital is available to operate the business
- Monitor quality programs and control standards for the sales and marketing, administrative, financial, and operational departments of the company.
- Initiate the development of all necessary and appropriate acquisition and investment procedures.
- Perform any other duties in the best interest of the company, or as may be assigned by the Board of Directors.