

- **Chief Executive Officer (CEO) or President** -- This person will be the driving force behind the company; he or she will make things happen, put together the resources to support the company and take the product to the market place.
 - **Chief Operating Officer (COO) or General Manager** -- this person is the one who will make sure company operations flow smoothly and economically. He or she is responsible for making certain that necessary work is done properly and on time. An understanding of details of the business and an enjoyment of handling details are necessary.
 - **Chief Financial Officer (CFO)** -- This function is to manage money and watch over the assets of the company. It is not uncommon to have the same individual seek money and manage money.
 - **Production Manager** – these persons have specific industry knowledge and experience and are responsible for the input and output of operations.
 - **Chairperson** – This person presides over Board meetings and will ensure that the board is effective in its tasks of setting and implementing the company's direction and strategy
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- **Operations manager.** This individual has overall responsibility for the financial success of the business, handles external relations with lenders, community leaders and vendors. Frequently, this individual is also in charge of either production or marketing for the business.
 - **Quality control, safety, environmental manager.** This is a key function in any industry and, in particular, one that deals in products. In a small business, one person generally will be responsible for handling OSHA compliance, EPA compliance, monitoring air and water quality, product quality, training of employees in each of these areas and filing all necessary monthly, quarterly and yearly reports.
 - **Accountant, bookkeeper, controller.** This is another key function. The individual filling this role has the responsibility for monthly income statements and balance sheets, collection of receivables, payroll and managing the cash. The key aspect here is managing the cash.
 - **Office manager.** This employee, in general, will oversee everything not involved in production and will handle administrative affairs and may also handle some marketing duties.
 - **Receptionist.** Sometimes called the "front line" person, this person handles phone calls, greets visitors, handles the mail, does the billing and performs many other tasks as required by the office manager.
 - **Foreperson, supervisor, lead person.** This individual is the second-in-command and will oversee production in the absence of the owner, general manager or president. This position usually will have an overall understanding of all aspects of the business and also will handle working with new employees, including setting up training and schedules.
 - **Marketing manager.** This person will be expected to handle all aspects related to promoting and selling the product.
 - **Purchasing manager.** Duties of this position involve the effective and efficiency of purchasing ensuring optimal stock levels at all times.
 - **Technical team leader.** This person will oversee the running of a technical department and in an insurance office would be responsible for various processes such as renewal turnover, error rates, client satisfaction, new business, development of policies, claims settlement, reserving and reinsurance arrangements.
 - **Chief Technical officer.** This person would be a highly technical member of staff who would see to the dealing of major risks, setting of underwriting parameters, negotiate reinsurance treaty and reports to the CEO or board of Directors.