



CEO & Sales Manager Job Description



CEO and Sales Job Description for Solidappmaker

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Job Title: CEO and Sales Manager

Summary of the Role:

The CEO with Sales Management Responsibilities at Solidappmaker is the pinnacle of executive leadership, steering the company's strategic direction, operational execution, and sales strategy in close collaboration with the Service Manager, Operations Manager, and Creative Director/Director of Finance. This role is pivotal in overseeing the company's overall operations, resources, and culture, alongside directly managing sales functions to catalyze business growth and strengthen market positioning.

Responsibilities and Duties:

- **Strategic Leadership & Vision:** Craft and implement overarching strategies, make critical company decisions, and navigate the company towards sustained success.
- **Sales Strategy & Execution:** Spearhead the sales team, setting ambitious sales goals, crafting strategies for new market entry, and nurturing key customer relationships.
- **Operational Oversight:** Manage day-to-day operations to assure efficiency, quality, and effective resource management across departments.
- **Financial Management:** Direct financial objectives, organizational budgets, and fiscal operations to align with the strategic vision.
- **Culture and Ethos:** Cultivate an organizational culture that promotes ethical practices, encourages innovation, and fosters a positive working environment.
- **Stakeholder Engagement:** Serve as the primary intermediary between the board, shareholders, and external entities, ensuring open and transparent communication.
- **Team Leadership & Development:** Attract, retain, and mentor top talent, aligning Solidappmaker with its strategic objectives.
- **Market Analysis & Business Development:** Conduct market research, pinpoint new business opportunities, and lead strategic initiatives to spur growth and enhance market share.
- **Marketing and Branding:** Develop and oversee marketing strategies that align with sales goals, enhancing brand visibility and market penetration.



Qualifications and Skills:

- **Leadership Experience:** Proven track record in executive leadership and sales management within the software or technology sector.
- **Strategic & Analytical Skills:** Exceptional capability in strategic thinking, market analysis, and sales strategy execution.
- **Financial Acumen:** Comprehensive understanding of financial management principles and their application to both strategic planning and sales forecasting.
- **Communication & Negotiation:** Outstanding communication, negotiation, and presentation skills.
- **Adaptability & Innovation:** Ability to drive change, embrace new technologies, and foster an environment of continuous improvement and innovation.

Company Details:

Solidappmaker, located at 3948 Browing Pl, Suite 334, Raleigh NC, is a renowned software development agency committed to providing innovative solutions and fostering a collaborative culture.

Reporting Structure:

The CEO reports directly to the shareholders and works in close collaboration with the Service Manager, Operations Manager, and Creative Director/Director of Finance. This integrated role encompasses direct management of the sales team and indirect leadership across all organizational functions.

In this comprehensive position, the CEO with Sales Management Responsibilities is uniquely equipped to harmonize the company's strategic ambitions with sales objectives, ensuring Solidappmaker remains a trailblazer in software development.



CEO & Sales Manager Role in Team Collaboration and Strategy Execution at Solidappmaker

Our Development Team Collaboration:

As the CEO and Sales Manager of Solidappmaker, the role transcends traditional leadership boundaries, placing you at the heart of our innovative ecosystem. This dual capacity involves steering not only the company's strategic and operational directives but also directly engaging in sculpting our sales and marketing strategies. Your leadership ensures a harmonious blend of vision, talent, and execution, vital for propelling Solidappmaker to new heights.

Key Collaborations:

- **Strategic Oversight:** You spearhead the company's strategic direction, aligning it with operational execution and sales momentum. Your vision sets the course for Solidappmaker's journey towards innovation and market leadership.
- **Sales and Marketing Leadership:** Directly managing sales functions, you design and implement strategies that drive growth, market share, and customer engagement. Your leadership in sales is instrumental in translating Solidappmaker's innovative solutions into market successes.
- **Cultural Architect:** You cultivate a culture that values continuous improvement, client-centricity, and a commitment to quality, ensuring Solidappmaker stands out for its innovative solutions and exceptional client service.



Roles in Sold projects

The 5 Scrum Role Responsibilities in a project:

In a project are 5 different roles. See below the roles and there responsibility.

- **Product Owner (customer):**
The owner of the product vision.
They are focused on understanding business, internal needs, and market requirements. Responsible for full coverage of all needs in the product backlog.
- **Key User (customer):**
Key user is an employee of your company/organization who has extensive knowledge of new processes you plan to implement. Responsible for testing each milestone and approving when deliverable is according to what is agreed.
- **Scrum Master:**
The coach that helps keep the team accountable to their commitments to the business and also remove any roadblocks that might impede the team's productivity.
- **Development Team (led by project manager):**
Here led by the project manager. The team that drives the plan for each sprint and completes the work. They forecast and commit to how much work they can complete in each sprint using their previous velocity and capacity as a guide.
- **Stakeholders:**
People external to the scrum team with a specific interest in and knowledge of the product that is used for discovery and feedback. The Business owner is often the lead stakeholder/Key user of one or more scrum team.



Figure 1: 5 Scrum Roles



Our Development team.



Figure 2: Our development team

Service Manager Role in Team Collaboration and Service Excellence at Solidappmaker

Our Development Team Collaboration:

The Service Manager at Solidappmaker plays a critical role, not only in ensuring top-tier post-project service to our clients but also in spearheading a team that thrives on collaboration and excellence. This role involves a unique blend of technical oversight and personal interaction, ensuring that each team member's contributions align perfectly with our clients' ongoing support needs.

Key Collaborations:

- **Designers:** The Operations Manager ensures that our designs are both aesthetically pleasing and user-centric, facilitating collaboration with designers to align creative visions with practical user experience needs.



- **Frontend and Backend Developers:** They foster a collaborative environment where frontend and backend developers work in tandem to create responsive, robust applications.
- **The Operations Manager** ensures effective communication and alignment between these teams to build solid and scalable solutions.
- **Testers:** By partnering with testers, the Operations Manager emphasizes quality assurance, ensuring every application undergoes thorough testing to meet our high standards before reaching our clients.
- **System Administrator:** Collaboration extends to system administrators to guarantee the optimal performance of servers and systems, ensuring high availability and addressing technical challenges proactively.

Our Communication Process:

Daily Interaction: As the linchpin of Solidappmaker's strategy and operations, your role emphasizes fostering open lines of communication across all levels. Utilizing platforms like Skype and Slack, you ensure the team remains aligned, motivated, and informed.

Weekly Strategic Reviews: Your leadership extends to orchestrating comprehensive weekly discussions, utilizing platforms such as Zoom for deep dives into strategic initiatives, project milestones, and team alignment. These sessions, which you direct, are critical for maintaining strategic coherence and operational agility.

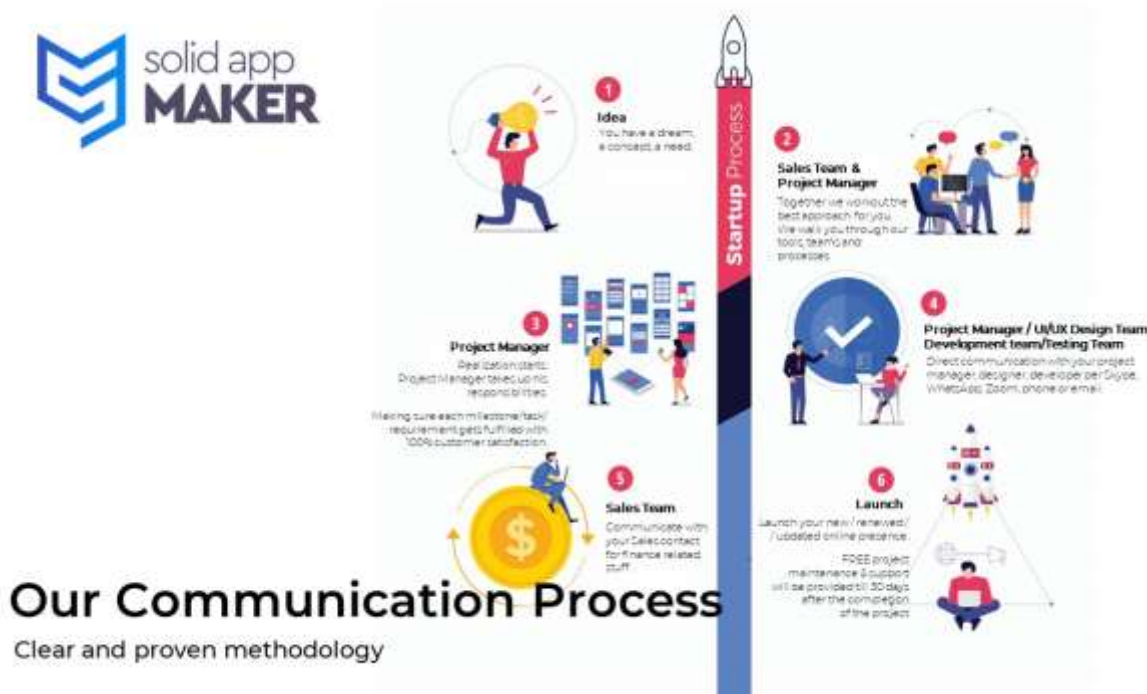


Figure 3: Our Communication Process

Our Communication Process per project:

- Initiation by Sales Manager, who also sets up the Skype communication group.
- Project Manager takes over after the kickoff, maintaining direct and frequent customer communication.
- Daily communication with customers during working days through Skype.
- Weekly sprint reviews, recorded and stored, via Zoom.

Enhancing Communication Quality:

- Utilize Solidappmaker-branded backgrounds to maintain professional visual consistency in video calls.
- Ensure you are in a quiet environment to minimize background noise and distractions.
- Confirm that your area is well-lit so that participants on the call can see you clearly.
- Use a high-quality microphone and camera for clear audio and video, ensuring effective communication.



CEO: The Keystone in Issue Resolution and Team Motivation

At Solidappmaker, the CEO, embodying dual responsibilities including Sales Management, stands at the helm of navigating through challenges and spearheading solutions. This role extends beyond conventional leadership, requiring a proactive stance in foreseeing potential challenges and spearheading strategies for their resolution.

As the CEO, your foremost duty is to ensure the seamless operation of all company facets, maintaining team morale, and fostering an atmosphere conducive to open dialogue and innovation. This proactive engagement not only aids in the preemptive identification of potential challenges but also cultivates a foundation of trust and collaboration across the board.

In moments where challenges escalate, your role is crucial in applying a solution-focused approach, aimed at addressing not just the symptoms but the root causes of issues. With a blend of deep technical insight, strategic foresight, and empathetic leadership, you guide the team through complex situations towards solutions that not only meet but exceed our high standards and client expectations.

Your leadership is pivotal in energizing the team, acknowledging their efforts, and creating a space where innovation isn't just welcomed, it's celebrated. Leading by example, particularly during challenging times, you instill a sense of confidence and dedication within the team, propelling Solidappmaker towards achieving remarkable outcomes and sustaining excellence in the face of adversity.



Elevating Performance and Quality within Solidappmaker

In your dual role, you are the driving force behind performance enhancement and quality elevation. Your strategic vision, combined with direct sales leadership, ensures that Solidappmaker not only achieves its operational goals but also excels in delivering unmatched value to our clients. By fostering a culture of excellence, innovation, and client satisfaction, you ensure Solidappmaker remains at the forefront of the software development industry.