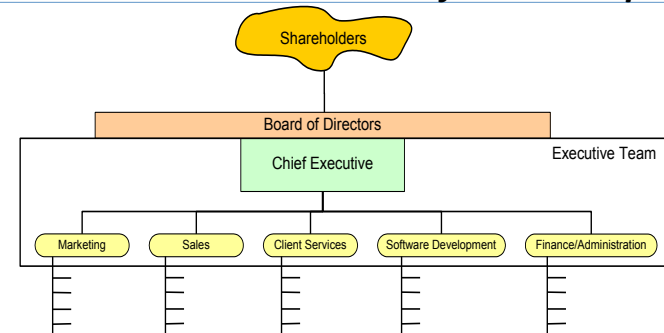


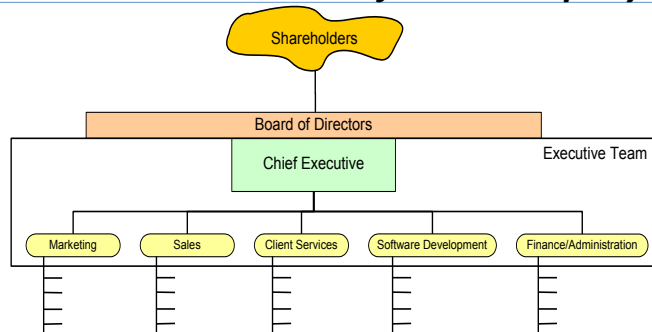
anatomy of a typical software company

the software company



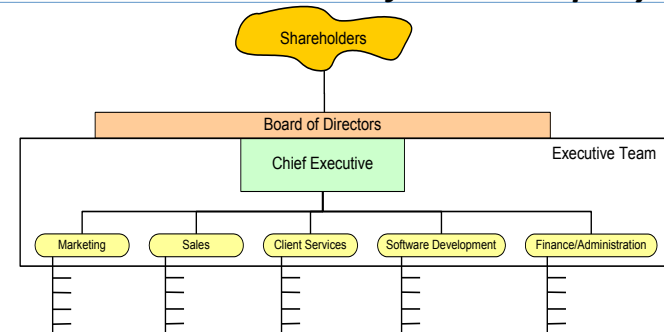
- **shareholders**
 - owners of the company
 - elect the board of directors, vote on issues
 - same for private & public companies

the software company (2)



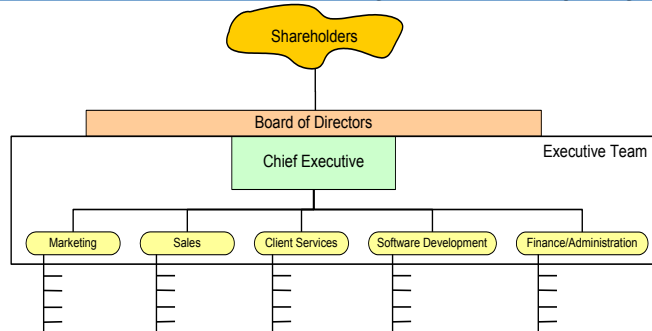
- **board of directors**
 - represent shareholder interests
 - appoint officers, hire & advise CEO
 - legal liability (or LLC/LTD/etc.)

the software company (3)



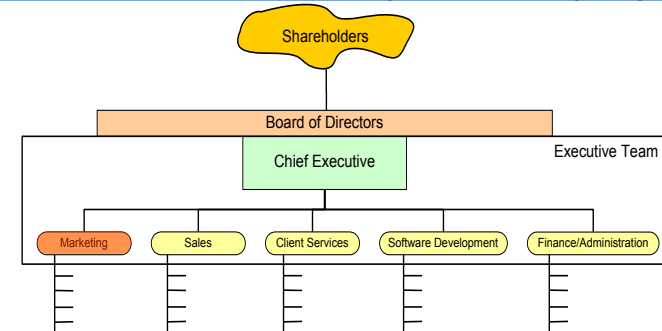
- **Chief executive officer (CEO)**
 - appointed (or hired) by the board
 - in charge of day-to-day operations & exec. team
 - commits to financial targets (revenue/profit)

the software company (4)



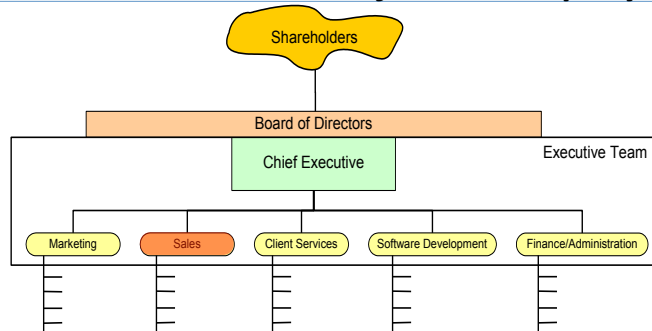
- executive team
 - vp & c-level officers. assembled/managed by CEO
 - in charge of day-to-day functional areas
 - meet regularly to coordinate strategy, budget, etc.

the software company (5)



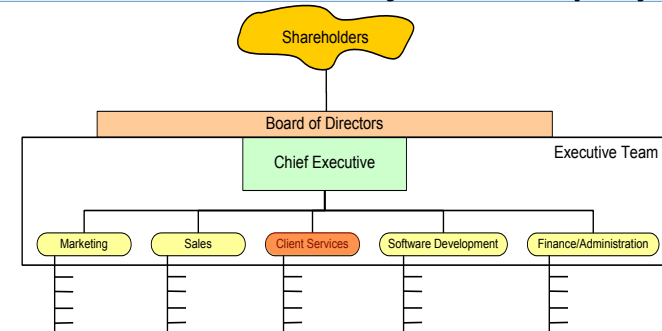
- marketing
 - product mgmt. (sometimes under r&d)
 - marketing communications (MARCOM)
 - business development (BIZDEV)

the software company (6)



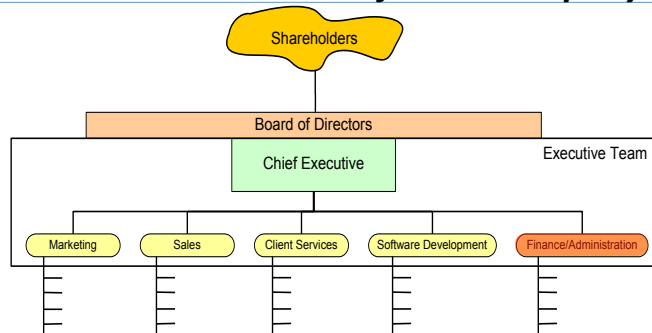
- sales
 - responsible for hitting revenue targets
 - models: direct, dialing-for-dollars, channels, ...
 - compensation = base + commission (+ bonus)
 - pipeline: leads, qualified leads, negotiating, close

the software company (7)



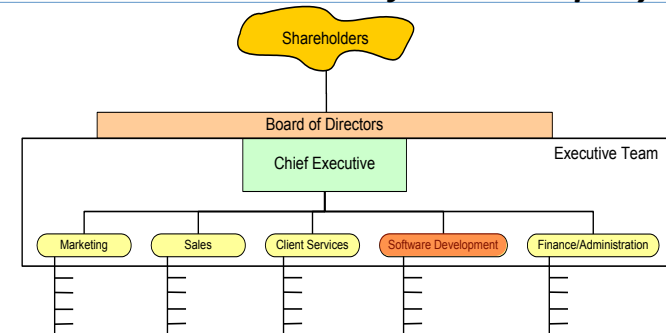
- customer/client services
 - pre-sales support & project planning, deployment
 - account management (ongoing)
 - help desk

the software company (8)



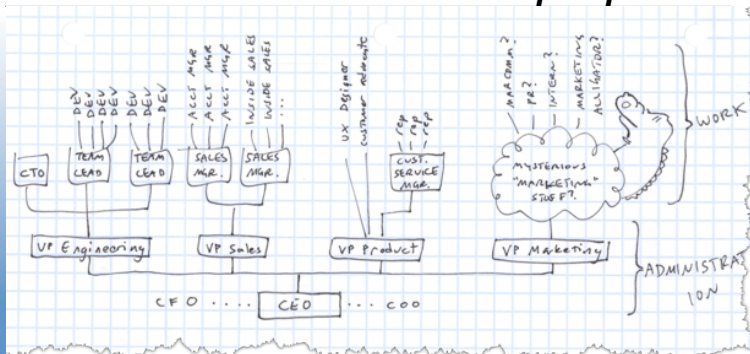
- finance & admin
 - sometimes separate, sometimes include HR
 - investments, payroll, taxes, investor relations, HR, office mgmt., IT, etc.

the software company (9)



- software development (or, r&d)
 - responsible for delivering quality software, solving the correct problems, on time, and with low defect counts
 - CTO vs. VP R&D vs. CSA – who's in charge?

another perspective



- this view helps eliminate “command & control”
- hire the best, and then control them, no good!
- this model = more of a “support” structure
- maybe call it “administration?”