

# GENNUM CORPORATION

## **Position Description President & Chief Executive Officer**

### **MANDATE:**

Reporting to the Board of Directors through the Chairman, and as a member of the Board, the President & CEO is responsible for leading and managing the company to continuously increase shareholder value by achieving consistently above average profitability, return on invested capital and long-term revenue growth, compared to agreed benchmarks. This individual accepts full responsibility and accountability for total performance consistent with the interests of shareholders, customers, employees and the general public.

### **KEY RESPONSIBILITIES:**

- **Planning.** Develop the long-term vision for the company, guide the five-year strategic planning process to set the direction to achieve this vision and ensure that there is alignment between vision and strategy and our short and mid-term operational goals. Secure Board approval for the Corporate Strategy and for the Business Plan annually.
- **Execution.** Take full accountability for the setting and achievement of the company's three-year operating objectives and one-year budgetary targets for revenues, margins and net income. Ensure that resource allocation is correct, that day-to-day operations run effectively, and that financial monitors and controls are in place to measure progress towards stated efficiency and productivity goals.
- **Communications.** Serve as the chief spokesman of the company for the financial and investment community and shareholders. Ensure that all communications channels within, from and to the company are open and functioning well. Foster positive relations with all stakeholders, including shareholders, the Board, management, employees, customers, suppliers, and public bodies.
- **Board Relations.** Work closely with the Chairman to ensure that Board and Committee meetings are focused on the right issues, and that information provided to the Board is timely and complete in order to enable them to discharge their responsibilities. Participate in Board discussions as a director of the company.
- **Developing people.** Ensure that the company continues to improve as a developmental environment by offering exciting and challenging assignments, attracting and retaining top quality people in their fields who can both mentor others and continue to grow themselves and to create a climate where risks may be taken, opportunities seized and organizational learning is practiced. Foster a culture of personal accountability in balance with an acceptance of the importance of teamwork.

- **Executive Leadership and Succession.** Coordinate the efforts of the management team in developing current and long-range objectives, and in the execution and monitoring of same. Ensure succession plans are in place to provide the continuity of leadership required by the company in future.
- **Maintaining awareness.** Continuously collect and analyze information on the current business and economic climate and trends, and on conditions in markets, technologies, products and people which may present risk or opportunity to the company. Ensure that this intelligence is communicated appropriately and influences our short-term behavior and long-term directions. Foster a culture which enables the company to respond to new developments.
- **Ethics, Values and Conduct.** Set an operational philosophy that meets the highest of ethical standards. Ensure all operations are conducted in harmony with company values and the company's Code of Business Conduct, conducted in full compliance with applicable laws and regulations.
- **Strategic Initiatives.** Together with the management team, identify strategic opportunities for the company, including mergers, acquisitions and dispositions, and pursue and negotiate same.
- **Risk Management.** Identify and manage the principal business risks of the company. Oversee the implementation of appropriate systems and procedures to mitigate such risks.