

JOB DESCRIPTION
Genuity Systems Ltd.

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|----------------------|-----------------|-------------------|--------------------------------------|
| EMPLOYEE NAME | M Anwarul Karim | JOB TITLE | EXECUTIVE DIRECTOR (ED) (Grade-3) |
| DEPARTMENT | General | REPORTS TO | CEO |

| Tasks, Duties and Responsibilities | Weight (%) |
|---|-------------------|
| The Executive Director (ED) will have overall strategic and operational responsibilities for GSL's business, programs, expansion, and execution of its mission. In effect the role of ED will be to help fill in the void in GSL created due to move of its CEO to overseas location. Initial Responsibilities: On assuming the position he will endeavor to understand the core business model of the company, its structure, staffs, operations, and future plans. | 20 |
| Undertake routine evaluation of business practices. Ensure practice of sound and consistent financial, communications, and administrative procedures supporting GLS's core business needs. Formulate yearly budget and follow through it with minimum updates. Streamline and upgrade activities of all departments of GSL as and when needed. Sign agreements on behalf of GSL. All such agreements need to be pre-approved from the CEO in writing or through email. | 10 |
| Recommend timely policy changes and/or implementation of new policies governing all departments of GSL. This includes determining resources needed to implement these policy changes and having those approved by the CEO or Board of Directors (BOD). While doing so special needs of different departments within a technology intensive company like GSL need to be considered. | 5 |
| Actively engage and energize GSL employees, board members, and project teams. Establish appropriate system of communication within the company with a view to achieving this goal. Lead, coach, and develop managers within the company. Think ahead and take appropriate measures well in advance helping retain GSL's high performing management team. | 5 |
| Improve existing and/or establish a system to effectively evaluate individual performance. The system should be based on progressively accumulating data on individual performance so that the individual him/herself will be able to assess his/her own performance and level of contribution rendered to the company over a period of time. | 10 |
| Regularly evaluate different lines of businesses of GSL so as to measure successes or failures with a view to informing the BOD and offer recommendations. All current and planned business operations should fit into the 'for profit' character of GSL's existence. | 5 |
| Expand and nurture revenue generating business operations to support and maintain healthy financial bottom line of the company. Guide, support and motivate the marketing team in penetrating new markets, providing market feedback, and creating and maintaining brand images of different products of GSL. Report with recommendation on matters impacting marketing efforts of the company. Leverage past and current personal business contacts and relationship to garner new business opportunities for GSL. | 15 |
| Work on national and regional expansion of GSL business to establish new markets. Actively look for, evaluate, and seek business opportunities within Bangladesh and in the regional countries. Ensure support of overseas clients of GSL, notably Plexstar Inc. | 5 |
| Authorize day-to-day administrative expenses of all departments those are beyond the limits of individual department heads. The ED will have financial authority to spend up to Tk.100,000 on an single expense item related to needs of all departments of GSL. | 5 |

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| Hire employees for GSL in coordination with the departmental heads seeking manpower, HR Dept. and the CEO. . If required terminate specific employment with the departmental heads seeking manpower, HR Department, and the CEO. | 10 |
| Form committees, project groups, and launch action committees, projects to handle diverse activities of the company. | 2 |
| Manage legal aspect of GSL business operations. Ensure GSL's compliance of regulations of different government and trade associations/organizations | 3 |
| Work towards enhancing corporate image of GSL. | 5 |

MAIN CHALLENGES:

- Managing affairs of different departments of GSL with harmony.
- Guide and manage company operation under challenging political environment.
- Ensure growth of local and regional markets for GSL products.

COMPETENCIES REQUIRED:

Excellence in organizational management with the ability to coach staff, manage, and develop high - performance teams, set and achieve strategic objectives, and manage budget .

Past success in working remotely with senior members of company management..

Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.

Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning and administration.

Ability to work effectively in collaboration with people having diverse skills.

Passion for excellence, integrity, positive attitude, mission-driven, and self-directed.

Must have patience and stress management ability.

| KEY PERFORMANCE INDICATORS (KPIs) | Weight (%) | Evaluation |
|---|-------------------|-------------------|
| Growth of business and revenue stream over time | 20 | |
| Effective management of the company with harmony | 35 | |
| Establishment and maintenance of optimal and cost effective organization structure. | 10 | |
| Formulation of budget and follow through it with minimum updates. Effective cost control. | 15 | |
| Enhancement and maintenance of corporate image. | 20 | |
| TOTAL | 100 | |

ORGANOGRAM:

CEO
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ED
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GM
|
DGM

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| APPROVALS & AGREEMENT: | |
| Job Holder: | Date: |
| CEO: | Date: |

Approved by Board of Directors on 19th Feb 2015