

Corporate Watch

MODULE 3:

MAPPING PEOPLE AND POWER

AIMS OF THIS SECTION

- ▶ To gain a basic understanding of corporate hierarchies.
- ▶ To gain a basic understanding of some of the key corporate roles and what they involve.

UNDERSTANDING CORPORATE HIERARCHY

- ▶ Different companies, industries and countries will have different names for people at the top.
- ▶ This section focuses on the role of Directors, Chief Executive Officers and others as power holders.
- ▶ However, their power has to be seen in a context of Ultimate Owners of a company (previous lesson), board members and shareholders (explored in the next lesson).



BOARD MEMBERS

- ▶ Are elected by shareholders (unless no shareholders)
- ▶ Includes Executive and Non-Executive directors (directors with or without daily managerial responsibilities)
- ▶ Run by a Chairperson

The roles of the board are:

- ▶ To monitor the management team
- ▶ Advocate for shareholder interests



CHAIRPERSON

- ▶ Responsible for managing the board.
- ▶ Is elected by the Board of Directors.
- ▶ Executive Chairs will be 'hands on' - eg. will be in regular communication with executives, input into strategy, represent the company etc.



Charles O. Holliday. Chairman of Shell, former chairman of Bank of America, former CEO of DuPont

CHIEF EXECUTIVE OFFICER (CEO)

- ▶ Responsible for the corporation's entire operations.
- ▶ Sometimes founder, owner or major shareholder.
- ▶ Reports to chairman and board of directors.
- ▶ Can also be commonly called the President, Managing Director etc. depending on the company or group structure.
- ▶ Sometimes the CEO is also the Chairman.



Jeff Bezos, CEO of Amazon

CHIEF OPERATIONS OFFICER (COO)

- ▶ Under the CEO, generally 'second in command'.
- ▶ Focused on implementation and overseeing administration and functional operations of a business.
- ▶ Mostly handles internal affairs.
- ▶ Experience in the field e.g. mining.
- ▶ Not every company has a COO - many have a group of Director heads.



Tim Cook, former COO for Apple under Steve Jobs

CHIEF FINANCIAL OFFICER (CFO)

- ▶ Is a senior executive underneath the CEO.
- ▶ Highest ranking financial official. Has influence on financial decisions of the company.
- ▶ Often, a CFO is the third-highest position in a company, playing a vital role in the company's strategic initiatives.



*Dave Wehner, CFO
for Facebook*

OTHER KEY PEOPLE

- ▶ Corporations with subsidiaries and offices all over the world will have many directors and senior managers.
- ▶ These people are often on local websites or may only be found on platforms such as LinkedIn.
- ▶ There is very likely to be specific managers for specific projects, finding these people can be very useful for campaigns.



QUESTIONS

- ▶ Why is it useful to know the key people in the company?
- ▶ How can a campaign use this information?