

Case Study 1

Read an overview of the Company X that you founded. As the main investor and owner of the business you want to recruit an ideal person who will lead the company to the success. The company does well but the owner wants to conquer “exotic” markets that he himself has not identified yet. Considering the profile of this start-up and a highly competitive and demanding online market, **define leadership roles, skills and styles of the CEO** that would work the best for the success of the company.

The Company X overview

The Company X is a provider of online retail platform. The company provides apparel, auto and industrial items, beauty and health products, electronics, grocery, games, jewelry, kids and baby products, music, sports goods, toys, and tools. It also offers related support services including home delivery and shipping, cloud web hosting and other web related services. The company also provides specific services, such as database, storage, and other services, to government agencies, start-ups, enterprises, and academic institutions. It merchandises its products through company-owned online and physical stores. It also manufactures and commercializes various electric devices such as e-readers, fire tablets, fire TVs, and other devices. The company allows authors, musicians, filmmakers, and others to publish and sell content. It is headquartered in the US.

Additional questions

1. Are there any more and less important leadership roles that a new CEO shall play? What are the critical roles
2. What skills work the best for this specific market sector?
3. What leadership styles will ensure motivated and highly engaged staff on this intense growth journey?