

GENERAL MANAGER



Summary of profession

The general manager typically serves as the top executive for the unit and is responsible for strategy, structure, budgets, people, financial outcomes and scorecard metrics. In larger organizations, the general manager reports to a corporate executive, often the chief executive officer or chief operations officer. However these duties must be considered in the context of healthcare.

Working hours, patterns and environment

Managers usually work during the day at office hours, but longer hours may be required on occasion to meet project deadlines.

Education and skills

A general manager must speak the languages of finance and accounting, operations, sales, marketing, human resources, research and development or engineering. They often have advanced degrees with emphasis on a Masters in Business Administration (MBA) degree.

Job growth and opportunities

Although the role of general manager is a senior role and possibly the highest level an individual can achieve, some organizations actively draw their corporate level senior executives from the ranks of the general managers. The challenges and complexity of the role make it an ideal proving ground for running multiple business units or advancing to the role of chief operating officer or chief executive officer.