Abstract
The object of this article is to identify the new skills that there must have a Country General Manager or Subsidiary Country Manager so that he or she is successful in the changeable environment in which he or she must envolve. The study was realized across individual interviews, semi structured to five (5) subsidiaries general managers of the multinational Information technology companies in Venezuela, of the category of Software representing hundred per cent (100 %) of this sector. The investigation allowed to identify six (6) roles or generic functions that the Subsidiary General Manager is fullfilling

Keywords
General Manager, Multinationals, Role, Subsidiary, Country Manager Role