

# Project Management Fundamentals

with Bonnie Biafore

## Stakeholder Analysis

Name	Department/ Company	Position	Advisers	Objectives, Requirements, and Interests	Influence	Project Contribution	Resistance
Donald Rosco	Management	General Manager, San Francisco	CFO	Increase sales and room occupancy; meet budget	High	Provides information and approves deliverables	Concerned about budget
Jonathan Perfington	Management	President and Managing Director, North America	CFO	Increase sales, customer satisfaction, and brand recognition; meet budget	High	Approves deliverables	Not convinced goal will be achieved
Jennifer Dawson	Management	Conference Center Director	Marketing Director	Increase conference center bookings; increase customer satisfaction	Medium	Provides information and approves deliverables	
Mark Tristener	Management	CFO	President, Marketing Director	Increase sales and meet budget	Medium	Approves expenditures	Concerned about budget
Arnold Falsafe	Marketing	Marketing Director, North America	President	Increase brand recognition; increase customer satisfaction	High	Funds project	
Jennifer Vespes	IT	IT Director, San Francisco	General Manager, IT Lead	Update technology	Medium	Provides information and supports work	Concerned about budget
Brett Dolnichio	IT	IT Lead	General Manager	Update technology	Low	Provides information and supports work	Concerned about schedule