Name	Organization	Role	R	A	C	I	Comments
Stakeholder Register format: AHI Real-time Marketing App							
Mary Lin	CEO	Key Project Advocate and Supporter		X	X	X	Consulted on requirements and analytics to align with strategic goals; accountable for funding decisions as a key advocate.
Mary Smithers	Marketing	Sponsor		X	X	X	Accountable for funding approval and consulted on marketing requirements.
Cary Manning	Marketing	Project Manager		X	X		Accountable for overall project execution, coordinating across teams.
Priya Service	IT	IT Lead		X	X		Accountable for app development and deployment/maintenance, ensuring IT infrastructure supports the project.
Ram Samuels	Marketing Director	Operational Lead, SME			X	X	Consulted as SME for marketing-related requirements and analytics.
Oscar Money	Finance Director	Manage and control funds disbursements		X		X	Accountable for funding approval and informed on financial aspects.
Keiko Tanaka	Marketing	Project Core Team	X		X	X	Responsible for gathering marketing requirements and testing, consulted during development and analytics.
Jose Garcia	Marketing	Project Core Team	X		X	X	Responsible for gathering marketing requirements and testing, consulted during development and analytics.
Cal Hamer	PMO	Product Owner		X	X	X	Accountable for requirements and backlog management, representing customer needs.
Customer Focus Group		External Stakeholders			X	X	Consulted for external feature requirements (e.g., product access, invoicing) and testing feedback.
Marketing Research Team	Marketing	Internal Stakeholders			X	X	Consulted on analytics and market segmentation requirements.
Marketing Strategy Team	Marketing	Internal Stakeholders			X	X	Consulted on analytics and market segmentation requirements.

RACI terms defined	ROLE	DEFINED		Version: Apr 1, 20XX
	R	Responsible for performing work or tasks		
	A	Accountable for outcomes		
	C	Consult as a subject matter expert (SME)		
	I	Inform as project progresses		