**Stakeholder Register**

**Project Name:** Company Website Redesign **Date Created:** 21 July 2025 **Project Manager:** Kartik Arora

| **Stakeholder Name** | **Role** | **Contact Information** | **Interest in Project** | **Influence on Project** | **Current Engagement Level** | **Management Strategy** |
| --- | --- | --- | --- | --- | --- | --- |
| **Priya Sharma** | **CEO** | [**priya@company.com**](mailto:priya@company.com) | **Business growth, branding** | **High** | **Supportive** | **Weekly briefings, milestone reviews** |
| **Rajat Mehra** | **Marketing Head** | [**rajat@company.com**](mailto:rajat@company.com) | **Website traffic, lead generation** | **High** | **Leading** | **Involve in design discussions, weekly sync** |
| **Akash Verma** | **IT Lead** | [**akash@company.com**](mailto:akash@company.com) | **Website security & backend stability** | **Medium** | **Neutral** | **Monthly technical check-ins** |
| **Sneha Kapoor** | **Freelance UX Designer** | [**sneha@freelance.com**](mailto:sneha@freelance.com) | **Creative UI/UX design** | **Low** | **Supportive** | **Task-based collaboration using tools** |
| **Ravi Thakur** | **Developer** | [**ravi@company.com**](mailto:ravi@company.com) | **Clean code, CMS integration** | **Medium** | **Leading** | **Daily standups, sprint planning** |
| **Komal Jain** | **Content Manager** | [**komal@company.com**](mailto:komal@company.com) | **Quality content, SEO** | **Medium** | **Supportive** | **Weekly content alignment meetings** |
| **Mr. Ahuja** | **Client Stakeholder** | [**client@ahujaenterprises.com**](mailto:client@ahujaenterprises.com) | **Visual appeal, easy navigation** | **High** | **Neutral** | **Fortnightly demos, feedback sessions** |
| **Vendor X** | **Hosting Provider** | [**support@vendorx.com**](mailto:support@vendorx.com) | **Uptime, technical service** | **Low** | **Unaware** | **Email updates as required** |
| **Shreya Desai** | **Project Sponsor** | [**shreya@company.com**](mailto:shreya@company.com) | **On-time delivery, within budget** | **High** | **Supportive** | **Monthly reports, budget reviews** |