

Stakeholder Register format: AHI Real-Time Marketing Analytics App							
Name	Organization	Role	R	A	C	I	Comments
Cary Manning	Marketing	Project Manager	X	X			Oversees project execution
Mary Smithers	Marketing	Project Sponsor		X	X	X	Approves funding and key decisions
Mary Lin	C-Suite	CEO			X	X	Strategic oversight
Ram Samuels	Marketing	Director - SME / Operational Lead	X		X		Guides marketing requirements
Priya Service	IT	IT Lead	X		X		Leads technical delivery
Oscar Money	Finance	Director		X	X		Manages cost and ROI tracking
Cal Hamer	PMO	Product Owner	X	X		X	Voice of Customer, manages backlog
Keiko Tanaka	Marketing	Core Team Member	X				Supports PM, works on app content
Jose Garcia	Marketing	Core Team Member	X				Supports marketing analysis
Customer Focus Group	External	End Users (Beta Testers)			X		Provides feedback pre/post launch
RACI terms defined	ROLE	DEFINED					
	R	Responsible for performing work or tasks					
	A	Accountable for outcomes					
	C	Consult as a subject matter expert (SME)					
	I	Inform as project progresses					
			Version: 1, 19 Apr 20XX				