Stakeholder Register Format							
Name/Position	Organization	Role	R	A	C	I	Comments
Mary Lin	CEO	Approvals	☐	☑	☐	☐	Regular Updates: Alignwith Strategic goals
Mary Smithers	Sponsor (Marketing)	Overseas project funding and approval	☐	☑	☑	☐	Funding Reviews; Stakeholder meetings
Cary Manning	Project Manager	Day-to-day project activities and deliverables	☑	☐	☑	☐	Daily Check-ins and weekly progress reports
Priya Service	IT Lead	IT infrastructure integration, security, and functionality	☑	☐	☐	☑	Coordinate Technical requirements
Ram Samuels	Marketing Director	Operational leadershop, expertise, and advice on marketing needs and trends	☑	☐	☑	☐	Collaboration and consultation sessions
Oscar Money	Finance Director	Manages funds disbursement and financial accountability	☐	☐	☑	☑	budget tracking
Keiko Tanaka	Project Core Team	Marketing related tasks	☑	☐	☐	☐	Task assignments and progress reviews
Jose Garcia	Project Core Team	Marketing functions	☑	☐	☐	☐	Task assignments and milestone update
Cal Hamer	Product Owner	Product Backlog and VOC	☑	☐	☑	☐	Backlog refinement and stakeholder alignment
Focus Group Customers	External Customers	Facilitate access to AHI Products	☐	☐	☐	☑	feedback sessions and usability testing
Market Research Team	Stakeholder Group	identifies market trends and compet	☐	☐	☑	☐	timely data integration and reporting
Marketing Strategy Team	Stakeholder Group	Tracks Customer Preferences, market trends and competitive postitioning	☐	☐	☑	☐	provide real-time analytics through app functionalities
IT Technicians	New Hires (IT)	Support app development	☑	☐	☐	☐	Training and technical support during onboarding

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

Project: Real-Time Marketing Data Application Development
Version: 1.0 Date: April 20XX