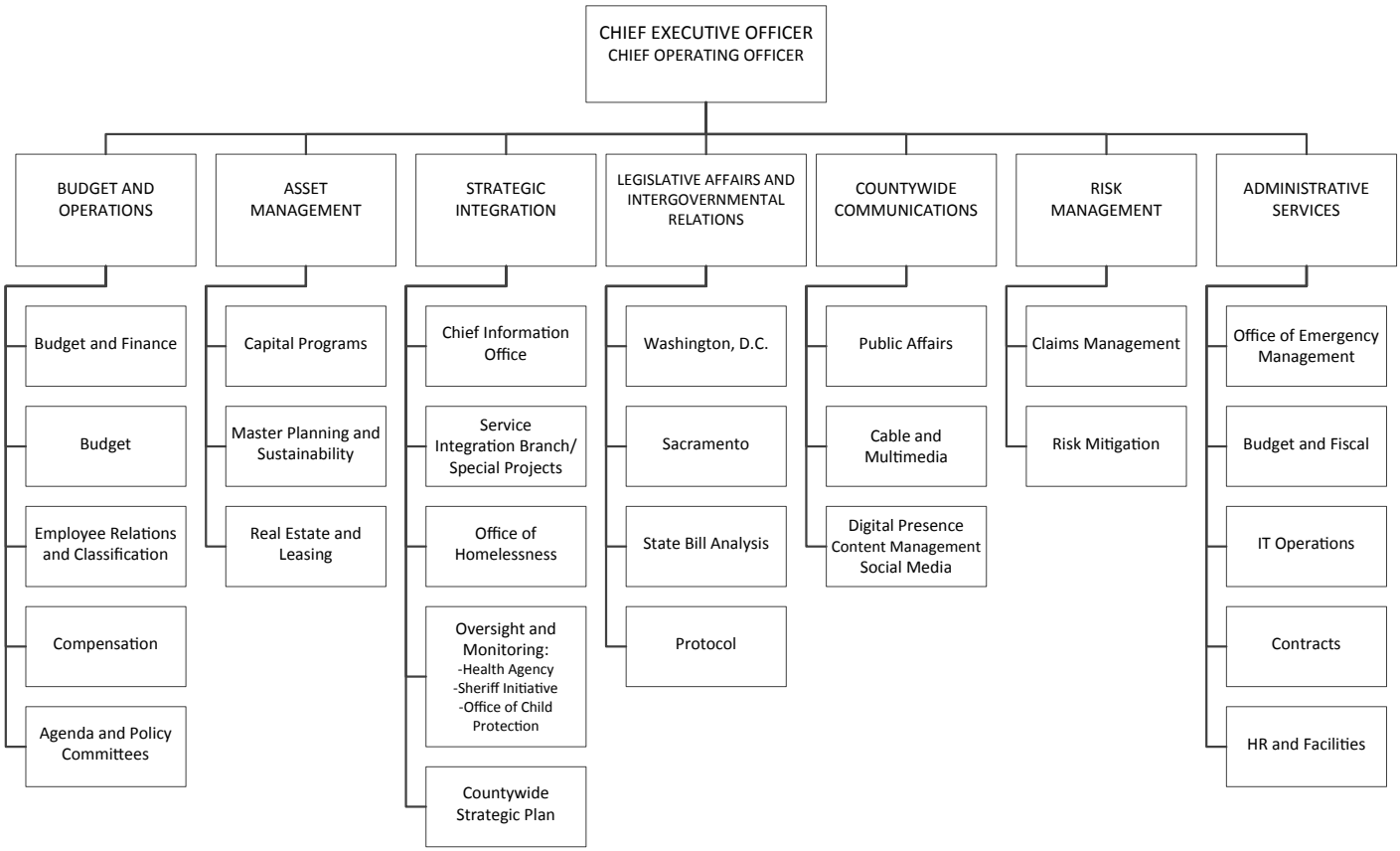CEO ORGANIZATION