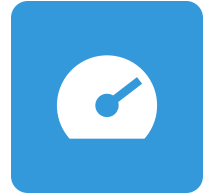


OPTIMIZE APP // KEY ROLES

Please review this list of user roles that are recommended for the *Optimize app*.



SPONSOR

A business unit leader who has identified an area of the business that needs improvement. He/she provides budget and resources for implementing improvements.



INNOVATION TEAM MEMBER

Individual on the innovation team that is responsible for communicating the value of an Optimize challenge to the sponsor, and setting up the challenge. He/she records outcomes from the implemented improvements.



SUBJECT MATTER EXPERTS

Individuals with expertise in the topic's subject area, who are capable of making decisions on which are the best improvements to implement.



PARTICIPANTS

Individuals who submit and/or collaborate on improvements in the Optimize challenge.



CHALLENGE MANAGER (OPTIONAL)

A representative of the Challenge Sponsor, who is responsible for executing on key challenge prep activities as well as challenge management and follow-through, in partnership with the dedicated innovation team.