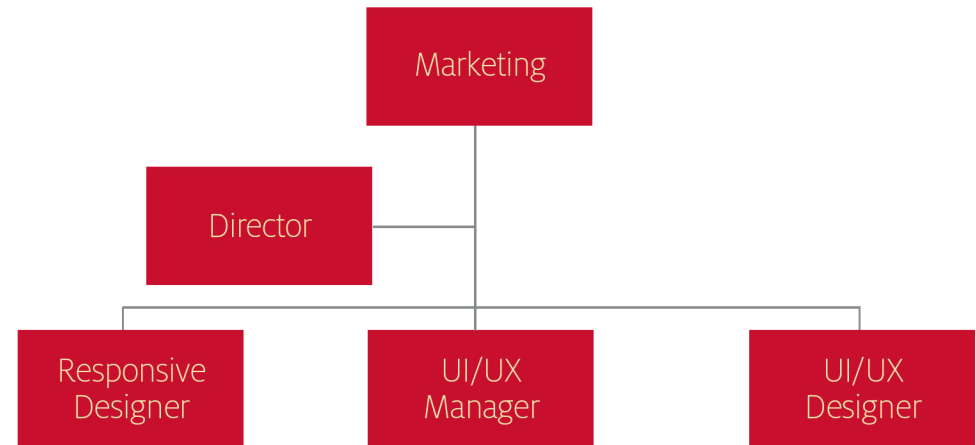
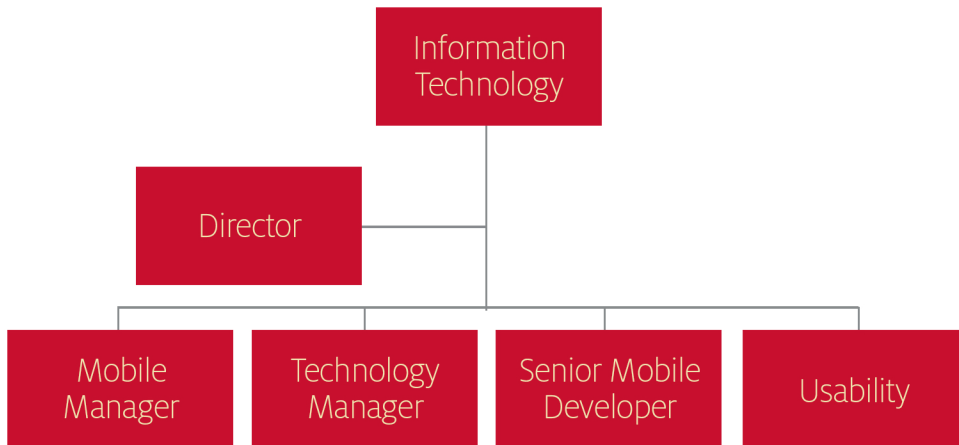


MOBILE TEAM ORGANIZATIONAL CHART

- » Information Technology and Marketing should work together
- » UI/UX and content decisions should be made by Marketing
- » Technological roadmap, features and mobile development should be managed by IT
- » Governance should be driven by the team, working with stakeholders and strategic decisions should be made by leadership

The UH mobile team is as follows:



INFORMATION TECHNOLOGY

RESPONSIBILITIES

- » Administers the platform
- » Develops the APIs and integrations
- » Manages all technological features
- » Sets the technical mobile strategy

MARKETING

RESPONSIBILITIES

- » The business owner of the app
- » Manages the content and navigation
- » Manages the stakeholders
- » Ensures success of the app