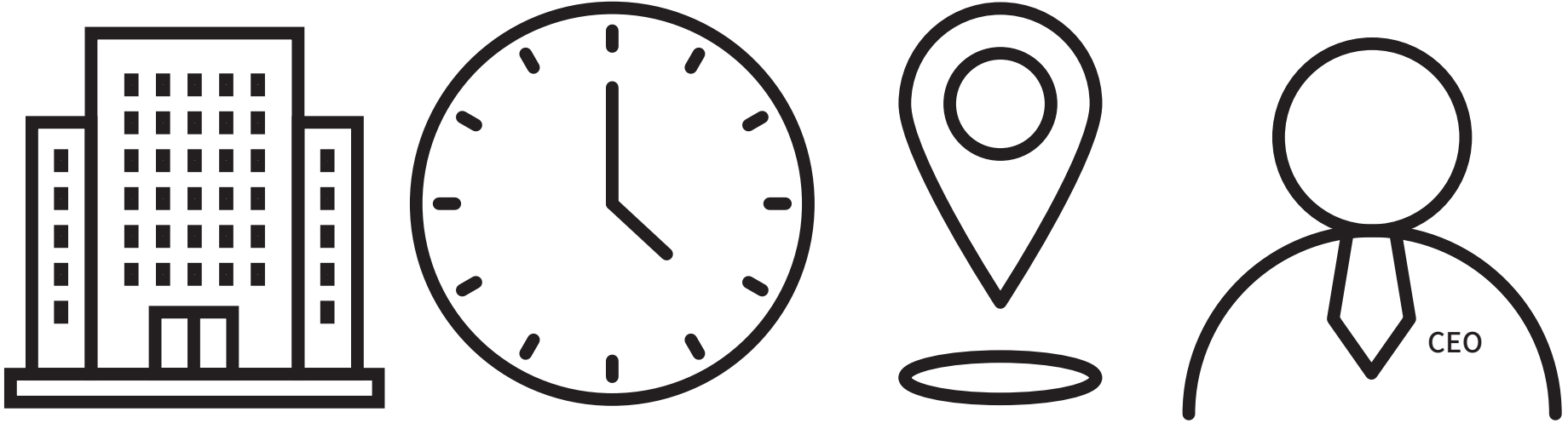
CEO