

Team Charter

Initiative: Enhanced Partner Relationship Management

Team Lead:	Linda Stoddard	
Team Members	Core Members	Part time/Advisors
	Jack Reynolds –FP	
	Cameron Ishaq – FP	
	Ann Marie Cimino – FP	

Initiative Mission:
To analyze, design, and implement a new process that focuses on improving the strategic relationship with G.A.s, Lenders, and Partners. This includes improving the development and delivery of innovative products and services for Financial Partners.

Goals	Key Success Indicators
Engage partners in the development of SFA's product/service innovations.	
Develop a method of evaluating and taking action on innovative ideas.	
Evaluate the feasibility of developing a mechanism to track partner information.	

Initiative Milestones/Deliverables	Target Completion Date	Responsible Party

In-Project Scope	Out of Project Scope