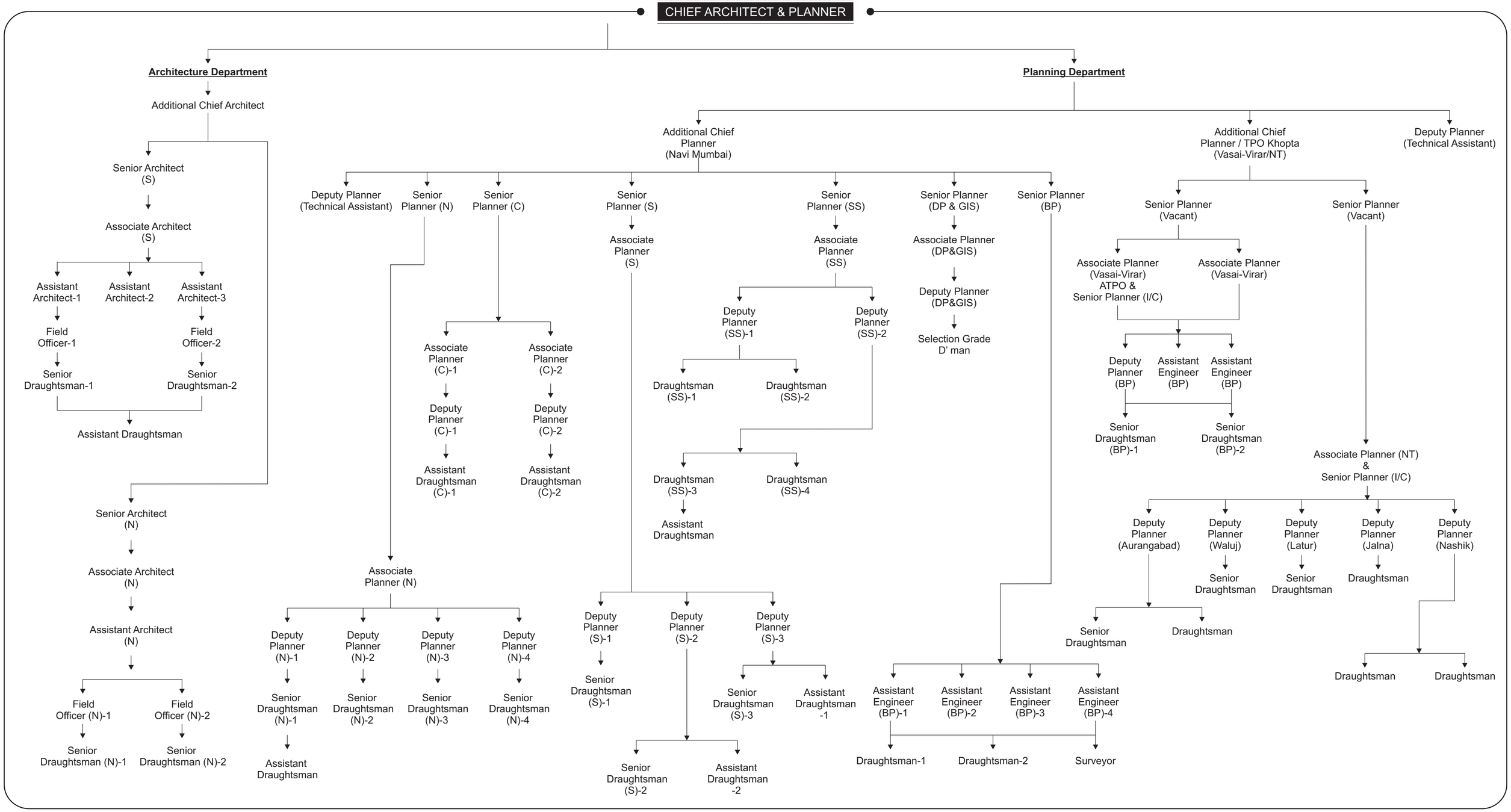CHIEF ARCHITECT & PLANNER