

WEB SITE INCIDENT TEAMS

There are 3 key teams responsible for initiating and managing the response to a Philip Morris Web Site incident: the small and highly integrated Core Team, a larger Response Team, and a Senior Management Team.

The Core Team:

The Core Team is a small planning/coordinating group, which exercises management of the response process throughout the course of dealing with a web site incident. Members of that team would include:

Berlind, Mark
Burrell, Wendy
Han, Vic
Heck, Hank
Humphries, Greg
Lindheim, Jim
Merlo, Ellen
Mudd, Michael
Peacock, Bob
Purcell, Clare

The Response Team

Response teams would be established for each of the key participants in the Site and its management. As response development for each incident might call for different expertise or action teams, we will have a checklist of contacts responsible for serving as the ad-hoc response team. It will include:

Atwood, Chris
Berlind, Mark
Brophy, Mike
Campbell, Jen
Cryan, Joan
Drago, Joe
Flory, Jill
Gannon, Sean
Heck, Hank
Hoel, John
Humphries, Greg

Knuth, Kathy
Lenzi, Jack
Lindheim, Jim
Moy, Ned
Peacock, Bob
Pfeil, Mike
Prager, Greg
Prager, Greg
Purcell, Clare
Roberts, Peggy
Rolli, Nick

Russotti, Andre
Salvarezza, Mike
Seda, Kenneth
Stalworth, Donna
Sullivan, Marcia
Tatar, Deb
Theobald, David
Walker, Rodney
Woodward, Sharon

The Senior Management Team

The Senior Management Team is the most senior team overseeing the use and content of the Web site. It's membership could be made up of:

Steve Parrish
Chuck Wall
Denise Keane
Ken Michaelchuck
Corporate Affairs Heads

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