



## RACI chart template for product launch

Product name:	Product Manager	Marketing Lead	Tech Lead	Develop. Team	QA Team	Product Design Team	Sales Manager	Finance Team	CEO	Status	Due date
Define goals and KPIs										N... ▾	Mar ...
Define marketing strategy										N... ▾	Mar ...
Define target audience										N... ▾	Mar ...
Develop messaging										N... ▾	Mar ...
Define timeline										N... ▾	Mar ...
Set pricing										N... ▾	Mar ...
Build assets for marketing										N... ▾	Mar ...



Sales training											N... ▾	Mar ...
Execute the launch											N... ▾	Mar ...
Post-launch evaluation											N... ▾	Mar ...

**Notes:**

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**R**-Responsible **A**-Accountable **C**-Consulted **I**-Informed

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