Directly Responsible Individuals (DRIs)

Here is a list of all our defined DRIs.

Engineering

All engineering related to the product
DRI: @angela
Includes: Entails everything related to engineering the product.

Managing engineering team
DRI: @angela
Includes: All engineers report directly to Angela.

Product & Design

Product Development Workflow
DRI: @dwight
Includes: This is pretty well defined in product development workflow document. Includes finding beta testers for new features.

In-app microcopy
DRI: @dwight
Includes: Any microcopy in the app.

Marketing

Product launches & PR
DRI: @meredith
Includes: Work with the product team to create a launch plan. Also includes any PR efforts.

Brand & voice
DRI: @meredith
Includes: The generalized voice, tone & brand we use in everything we do.

Content
DRI: @meredith
Includes: All Guides, Case Studies, Use Case, Webinars, Culture Codes interviews, blog posts, other content.

Marketing site "engineering"
DRI: @michael
Includes: Changes to code that affect the site server-side.

Marketing site design & styles
DRI: @dwight
Includes: Design of the Tettra site and over arching styles.

Homepage
DRI: @dwight

Pricing page
DRI: @dwight

Features page
DRI: @meredith

Customer Success

Onboarding emails
DRI: @creed
Description: Messaging in onboarding emails.

Support

Support tickets
DRI: @creed
Includes: Making sure we're answering customers questions quickly.

Support documentation
DRI: @creed
Includes: Making sure our support documentation is up to date and helping customers get answers to questions.

Cancellations
DRI: @meredith
Includes: Processing cancellations, keeping track of churn reasons, and communicating the customer feedback to the team.

Sales

Custom annual plans & renewals and "enterprise deals"
DRI: @meredith
Includes: Setting up and collecting payment for annual plans outside our normal flow. Also includes evaluating any "enterprise" prospect (which we'll be saying no to almost 100% of the time).

Operations & Other

Finance, legal & HR
DRI: @michael
Includes: Fundraising, budgeting, payroll, loan servicing, accounting, expense reports, etc. Deciding salary bands, raises, creating offer letters, setting up accounts for new hires. Also any other legal stuff that crops up.

External stakeholders
DRI: @michael
Includes: Communicating with external stake holders.

Contractors & vendors
DRI: @michael
Includes: Making sure all contractors & vendors get paid. Submit all invoices to Michael.

Packaging & pricing
DRI: @dwight
Includes: Deciding on packaging & pricing and make updates to product page. Dwights's done the most research on this and should own it.