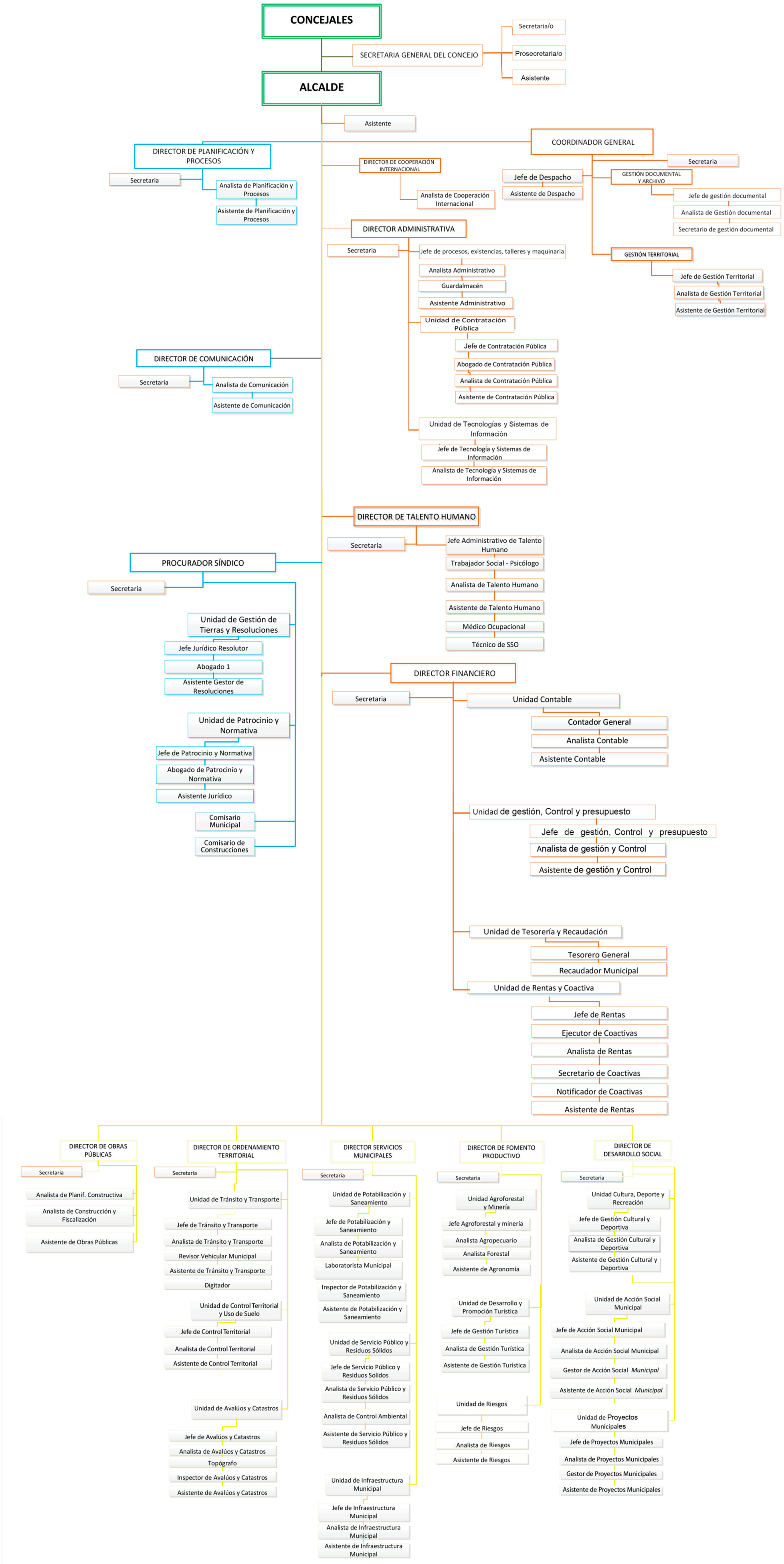ESTRUCTURA ORGANIZACIONAL