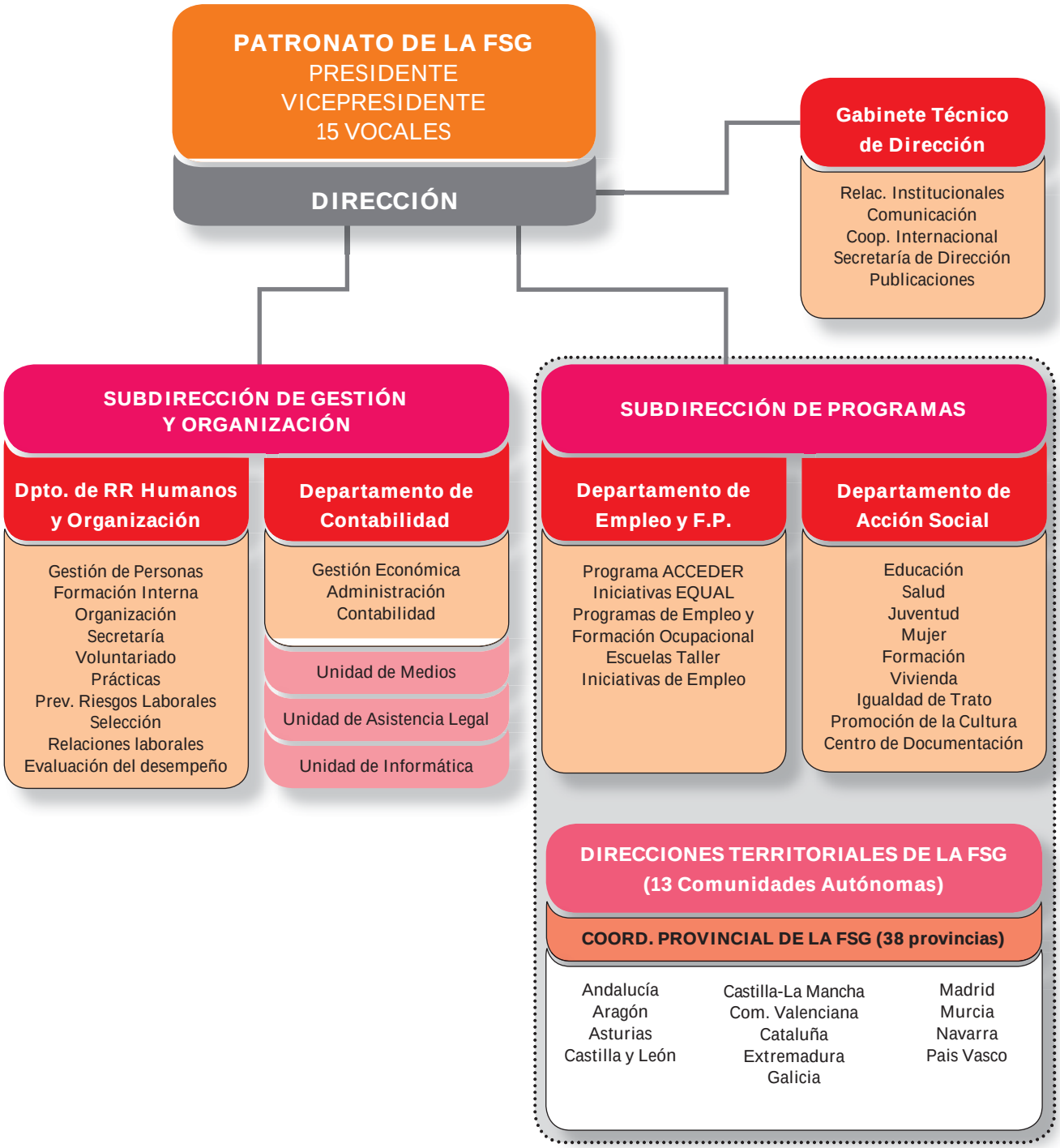Estructura organizativa