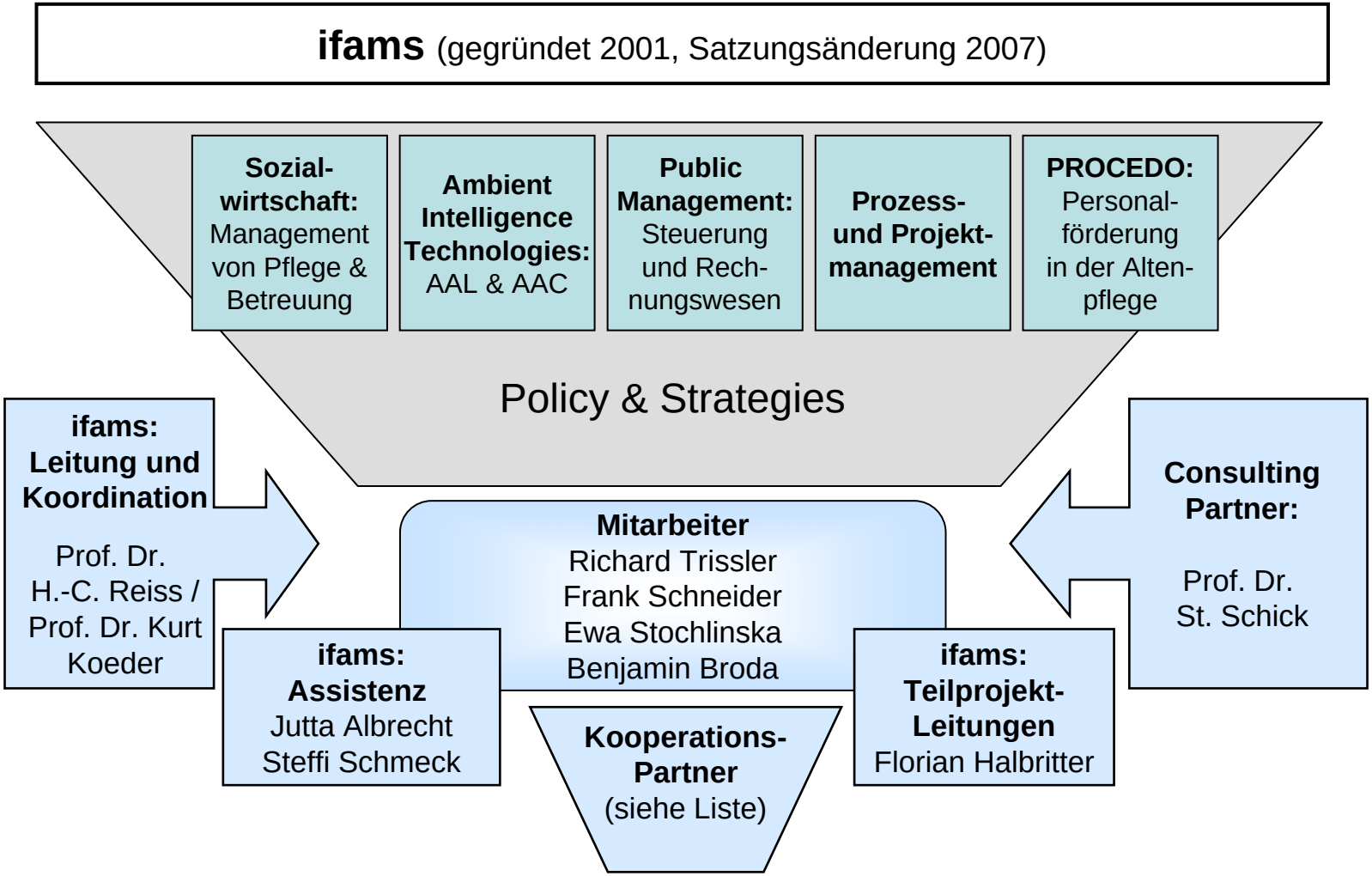ifams: Policy, Strategy and Staff