

Module 1: Understanding the Organization

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Table of Contents

Table of Contents	1
Mission Statement	2
Overview: Understanding Oura Ring's Entity Structure	2
Organization Chart	2
Explanation of Unit Activities: Core Departments	3
Technology Used by Each Unit at Oura	3
Functional Units	3
Branding & Marketing Unit Activities	3
Sales Unit Activities	4
Communications Unit Activities	4
Customer Experience Unit Activities	4
Recommendations & Justifications	4
Team Statement	5

Mission Statement

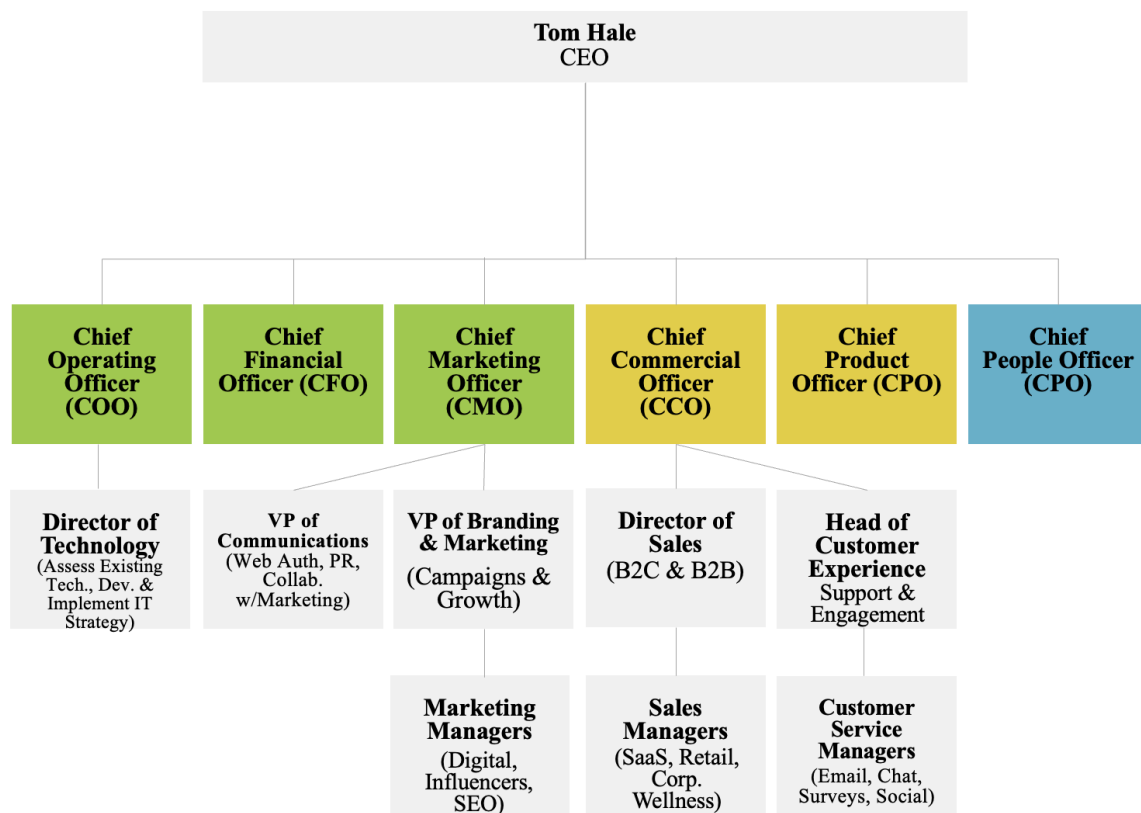
At Oura, our mission is to empower every individual to own their health journey through precise, science-backed insights. We strive to transform the way people understand their bodies by delivering wearable technology that is both intelligent and effortless.

Overview: Understanding Oura Ring's Entity Structure

Our company, Oura Health Ltd, has been in operation for over 10 years, with global headquarters located in Oulu, Finland. The company also maintains key international offices in Helsinki and San Francisco. With over 600 employees worldwide, we continue to grow as a leader in the wearable health tech industry.

Our smart ring uses advanced sensor technology to track physiological data related to health, recovery, and sleep. This data helps users make informed lifestyle decisions and supports a proactive approach to well-being.

Organization Chart



Explanation of Unit Activities: Core Departments

- **Branding & Marketing** – Oversees digital campaigns and strategic partnerships
- **Commercial Team** – Drives sales, strategic partnerships, and enterprise growth
- **Customer Experience** – Provides support, resolves user issues, and collects feedback
- **Engineering and Data Science** – Manages backend systems, algorithms, and machine learning features
- **Human Resources** – Focuses on recruitment, employee development, and team culture
- **Medical Affairs** – Ensures clinical accuracy and manages healthcare-related collaborations
- **Operations and Supply Chain** – Handles manufacturing, logistics, and global distribution
- **Product and Design** – Leads development of the Oura Ring and its mobile app interface

Technology Used by Each Unit at Oura

- **Amazon Web Services (AWS)** – Engineering and Data Science
- **Google Analytics** – Marketing and Branding
- **Klaviyo** – Marketing and Branding
- **Machine Learning** – Engineering and Data Science
- **Meta Ads** – Marketing and Branding
- **Systems, Applications, and Products in Data Processing (SAP)** – Operations and Supply Chain
- **SharePoint** – Communications
- **UI/UX** – Product & Design
- **Zscaler** – Engineering and Data Science

Functional Units

Branding & Marketing Unit Activities

Our marketing team plays a vital role in shaping the Oura brand and connecting with our global audience. We focus on:

- **Collaboration:** Collaborating with influencers, athletes, and wellness advocates to expand brand reach
- **Digital Campaigns:** Planning and executing digital campaigns across major platforms like Instagram and email
- **Dispersing Product Information:** Producing content that highlights the benefits of using the Oura Ring for sleep, health, and recovery
- **Liaising with Communications Unit:** Leveraging data from marketing trends to actualize the overarching vision and mission of Oura Health
- **Metrics:** Analyzing customer behavior, monitoring and forecasting marketing trends, client data, and other useful information to guide our messaging and strategy
- **Online Advertising Outreach:** Paid advertising through various websites and social media platforms

- **Product Launches:** Supporting product launches and maintaining a consistent brand presence across regions

Sales Unit Activities

The Sales team at Oura Health is responsible for:

- **B2B Partnerships:** Developing corporate wellness programs with companies and institutions (e.g., the NBA, health tech startups)
- **B2C (Direct-to-Consumer) Sales:** Selling Oura Rings through its website and third-party retailers
- **Collaborating with Marketing & Customer Service:** Ensuring that customer feedback and campaign performance inform sales strategies
- **Revenue Forecasting & Pipeline Management:** Managing sales goals, forecasting, and growth metrics

Communications Unit Activities

- **Consulting closely with the Marketing Unit:** Using useful marketing data to better customize communications outreach messaging for results
- **Traditional writing and editing:** Writing communications plans, strategic communications plans, and crisis communications plans for Oura Health
- **Web Authoring:** Press releases, e-blasts, media advisories, and other communications outreach material specific to Oura Health

Customer Experience Unit Activities

- **Answering questions and complaints:** Providing useful information and troubleshooting technical problems for Oura Health products via email and chat, vis-à-vis chatbots
- **Conducting online surveys:** Analyzing customer surveys to better determine the overall satisfaction levels of Oura Health users
- **Processing returns and exchanges**
- **Providing product and service information** via social media

Recommendations & Justifications

- **Communications Unit:** Use Adobe Experience Manager for web content management. Incorporate AI support for coding, testing, and documenting web content via OpenAI's ChatGPT.
- **Customer Experience Unit:** Use a combination of AI-driven chatbots and a traditional call center to answer and troubleshoot customer service questions.
- **Sales Unit, Branding & Marketing Unit:** Utilize Salesforce to reach full sales and marketing automation potential. Use OpenAI's ChatGPT for marketing automation.

Team Statement

Tolunimi Ibikunle

- **Sections Written:** Overview, Mission Statement, Core Departments, Technology Used, Branding and Marketing,
- **Contributions:** Brainstorming, attending Zoom calls, and taking part in discussions
- **Hours Spent:** 3.5
- **Overall Team-Related Concerns:** None

Denita Price

- **Sections Written:** Explanation of Sales Unit Activities and Organization Chart
- **Contributions:** Created Google Document for collaboration, Research, Participating in Discussions, Scheduled Zoom Conferences, Editing and Creating Documents
- **Hours Spent:** 3.5
- **Overall Team-Related Concerns:** None

Samiha Sobhan

- **Sections Written:** Explanation of Unit Activities, Recommendations & Justifications, Table of Contents, formatting
- **Contributions:** Attended Zoom calls, actively participated in brainstorming
- **Hours Spent:** 3.5 hours
- **Overall Team-Related Concerns:** None