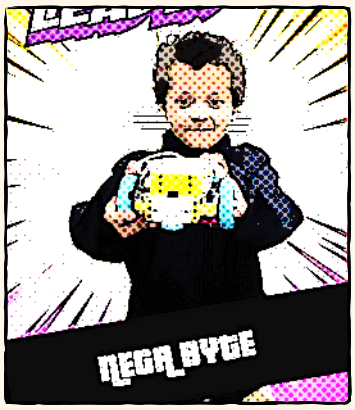DIGITAL LEADERS