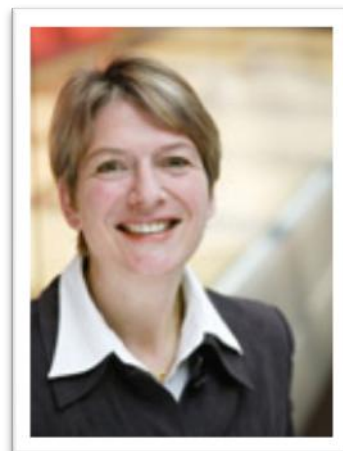


Name: Anette Elke Jauch
Date of birth: April 15, 1964
Place of birth: Trossingen, Germany
Citizenship: German
Marital status: Single, no children

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Education:

1970 – 1974	Primary School, Trossingen - Germany
1974 – 1983	Gymnasium Trossingen - Germany
1984 – 1986	Language studies – English and French Inlingua – Academy for Languages, Villingen-Schwenningen, Germany
2008 – 2010	Part-time training for Communications Trainer and Coach at Nägele & Partner in Salem, Germany

Employment history:

1986 – 1990	Export Coordinator for Hengstler GmbH in Aldingen, Germany Responsible for the support of foreign subsidiaries and distributors.
1990 – 1992	Office Manager of the newly founded subsidiary of Hengstler GmbH in Almere, The Netherlands. Responsible for setting up the office administration and sales organisation.
1992 – 1996	Various positions with IGT-Europe B.V. in Hoofddorp, The Netherlands. IGT-Europe set up their European office in the beginning of 1992. Office Manager: Organisation and set-up of the office administration. Sales Coordinator: Development of a CRM system, processing incoming sales orders and regular contact with customers. Marketing Coordinator: Responsible for all European marketing activities (trade shows, advertisements, European Newsletter, press releases, mailings, etc.) Responsible for all activities (sales support and marketing) for French distributor, LUDI SFM.

- 1996 – 1998 Marketing Manager for Atronic Casino Technology in Lübbecke, Germany.
Responsible for building up a marketing team, develop and execute marketing strategies, advertisement campaigns and introduction of new products.
Successfully carried out several product launches and introduced new image campaign for Atronic in 1998.
- 1998 – 2003 Sales Account Manager and thereafter Sales & Marketing Manager with Mikohn Europe B.V. in De Meern, The Netherlands.
Sales of Casino Management and jackpot systems as well as casino signage to all European casino markets. As Sales & Marketing Manager I was responsible for setting up sales strategies, managing the sales and marketing teams and for setting and achieving sales targets.
- 2003 – 2007 Director of Sales & Marketing for Atronic Systems GmbH in Graz, Austria and Monaco.
Responsible for developing sales strategies and targets, for opening new markets and opportunities. Also responsible for all marketing and communication activities, strategies and budgets.
In this role, I and my team were able to turn the negative image of MIS (the former name of Atronic Systems) into that of a professional sales and service organization.
- 2007 – 2008 Promotion to Marketing Director Atronic International Group in Lübbecke, Germany.
Responsible for international marketing – B2B, developing and executing marketing strategies, product launches, all marketing activities, budgets and team members.
- 2008 – to date Foundation of my own consulting company, JERA Consulting for interim management, sales and marketing projects and trainings. Reference customers of JERA Consulting are:
- KCI Medical Products – Wiesbaden, Germany
 - Sun Chemical – Zaandam, Netherlands
 - INFINITY games – Linz, Austria
 - Casino Locking Systems – Rotterdam, Netherlands
 - REAC – Rotterdam, Netherlands
 - Ainsworth Game Technology – Crawley, UK
 - Nägele & Partner – Salem, Germany
 - Royal Dutch Equestrian Federation – Ermelo, Netherlands

Languages:	German	Mother language
	English	Fluent
	French	Fluent
	Dutch	Fluent
	Spanish	Basic knowledge

Trainings:	Self-development – Modules I-IV, Nägele & Partner, Salem – Germany
	Leading and motivating employees - Nägele & Partner, Salem – Germany
	Conflict Management –people in process, Winsen a/d Luhe - Germany
	Project Management –people in process, Winsen a/d Luhe - Germany
	Process Change Management –people in process, Winsen a/d Luhe - Germany
	Haptonomy –Synergos, Amersfoort - The Netherlands

Zuidwolde, March 15, 2011