



Risk management specialist adds experienced sales and marketing expert to its team

Risk insurer EMIRAT presents: Sven Arnold, new Business Manager

Munich, 9 April 2013 – EMIRAT AG (www.emirat.de) has just expanded its staff with new Business Manager, Sven Arnold. The company specialises in the risk management of contests, sales promotions and marketing activities. With its motto of “Risk can be calculated”, EMIRAT also insures the financial risks incurred by these campaigns. Among his duties, Sven Arnold will take over immediate responsibility at the risk insurer for establishing and maintaining customer relations as well as attracting new clients.

Many different companies across all industries look to EMIRAT to insure their promotions, prize-winning contests, money-back guarantees, discount offers, etc. That's because campaigns that arouse great interest and generate high participation and customer-response rates with huge winnings or non-cash prizes often come at a budgetary risk for the promoter. EMIRAT cushions the impact and distributes the pay-out in the event of a win, allowing these campaigns to reach a wide audience but remain calculable at the same time.

A boost for the EMIRAT team

To ensure that it can always meet the high demand and deliver positive growth, EMIRAT is constantly expanding its team. In Sven Arnold, it has recruited an experienced sales and marketing specialist who will help the company achieve this goal. Following a degree in business administration, majoring in marketing, logistics and the environment, Sven Arnold spent several years as product manager in a well-known company.

His new duties include a variety of sales activities, the creation of insured sales promotion campaigns and customer liaison and support. Sven Arnold is also responsible for order processing and is taking charge of market research and assessing sales opportunities.

“The concepts that we implement for covering prize-winning contests and other campaigns demand skilled staff. In Sven Arnold we have recruited an internationally experienced marketing specialist who reflects our strategy in theory and in practice. So he will enable us to focus specifically on developing our expertise in business management”, explained Ralph Clemens Martin, CEO of EMIRAT.

More information can be found at www.emirat.de

Number of characters: 2,335

High-resolution picture material can be obtained from u.peter@attentio.cc



Sven Arnold, Business Manager, EMIRAT AG

EMIRAT AG: A Brief Portrait

Founded in Munich in 2004, EMIRAT AG is a German risk management enterprise operating both nationwide and abroad. Its portfolio of services ranges from designing and providing coverage for games of chance, marketing drives and sales promotions, to paying out sports awards. EMIRAT AG assumes the financial risk for this kind of campaign, as well as for other measures such as discounts or money-back guarantees. Cooperation with renowned partners all over the world ensures efficient and reliable coverage. EMIRAT AG provides assistance throughout, from the initial idea to its realisation – it develops creative new ideas for promotions and marketing campaigns, which involve the probability of paying out winnings, and it works closely with clients when it comes to actually implementing them. Its customers comprise reputable companies in all fields of business, including e.g. Coca Cola, TUI, "1. FC Köln" football club, Hypo Vereinsbank, and Ferrero.

More information can be obtained at: www.emirat.de

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