



**Risk management specialist recruits sales expert with 20 years of experience and expands international sales activities**

## **EMIRAT AG, risk management specialist, puts its faith in Gero Weber as new Director Sales**

**Munich, 27 May 2013 – EMIRAT AG ([www.emirat.de](http://www.emirat.de)) has a new Director Sales: Gero Weber. The risk management company specialises in prize-winning contests, sales promotions and marketing activities. EMIRAT does this by developing individual concepts, handling their implementation and covering the financial risks. As Director Sales, Gero Weber will take on responsibility for strategically planning and realising marketing goals.**

EMIRAT specialises in promotions such as prize-winning contests, money-back guarantees, discount offers and much more. The innovative concepts and below-the-line campaigns allow companies in any industry to stand out from their competitors. EMIRAT assumes the financial risks of the campaign concerned, providing cover against unanticipated customer-response rates or similar over-success. This allows effects such as greater awareness, customer recruitment and contact generation to be achieved within budget and without risk.

### **At home in sales – and now at EMIRAT: Gero Weber**

Experienced sales specialist Gero Weber is the main point of contact between EMIRAT and its customers with immediate effect. Following a degree in economics, he acquired more than twenty years of sales experience, including at leading IT companies. The various positions he held in sales organisations, such as key account and sales manager, took him around the world.

At EMIRAT, his duties include managing sales activities as well as providing support for the management team in competition analyses, project control, HR management and attracting new customers.

“As we look to constantly develop our sales force, Gero Weber is taking on a significant key position that demands creativity, experience and empathy. He will develop sustainable strategies for positioning our risk insurance concept optimally on the market, opening up new sales channels and attracting high-potential customers”, explained Andrea Bargholz, authorised signatory at EMIRAT.

More information can be found at [www.emirat.de](http://www.emirat.de)

*Number of characters: 2,215*

High-resolution picture material can be obtained from [u.peter@attentio.cc](mailto:u.peter@attentio.cc)



**Gero Weber, neuer Director Sales, 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](http://www.emirat.de)

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