



LOTTERIES

Around the world in 80 lotteries!

As one of the most versatile and popular gaming sectors in the world, the key to an exciting and engaging lottery is often down to its personal approach...and an eye-catching jackpot of course. Bringing her own individual touch to the world of lotteries, **Marisa Rusche**, Head of Project/Lotteries at EMIRAT AG, the world's leading risk management specialist in covering lottery jackpots, provides insight into why cooperation is key to creating great prizes and how, when it comes to obscure local lotteries from around the world, she's got it covered!

How did you get where you are today?

After obtaining my diploma in business administration with main focus on IT & Logistics, I was working for an Asian IT technology company in supply chain management. About five years ago I joined EMIRAT AG as a project manager, as I was looking for a new challenge and found their business field very exciting. The business grew and so did the team, until in late 2017 I was promoted to Head of Projects/Lotteries.

The company is renowned for working on some very interesting and creative prizes, where do you get your inspiration from?

It's inspiring to work for EMIRAT AG which has so many years of experience in this sector. In some cases clients bring interesting and exciting ideas for marketing promotions but in other cases EMIRAT AG works out a new concept together with the client, meeting their ideas and matching the brand's requirements. Most of the great ideas for exciting and creative promotions are



a result of a close cooperation and, above all, an intensive exchange with the client.

What's the work initiative you're most proud of?

I am in a very lucky position where I can always directly address any new ideas with EMIRAT AG's directors, just

as anyone else in the company can. Their doors and ears are always open and having prepared convincing arguments together with an understanding of the current situation, you can almost always be sure to get their support.

What I am most proud of personally, is building up



such a great team! We all have different international backgrounds which definitely influences everyone's daily work positively and in turn aids the interaction with our international clients. It is an absolute pleasure to be working together.

As someone who enjoys

travelling what's your favourite place to visit and did you play lottery while you were there?

Lotteries are popular all over the world! Whenever I am on the road, be it for business or leisure reasons, I always keep my eyes open for local lottery offers. I have visited a lot of different

countries all over the world, but personally one of the most memorable and impactful places I've visited lately was Cape Town. I am simply amazed by the city's vibe, the wonderful light and the beautiful views - especially from the top of Table Mountain!

What's the most interesting thing about you that isn't on your C.V?

Growing up in many different countries including Zimbabwe, Pakistan, Lebanon and India I think I'm what you would call a 'third culture kid'. I feel very lucky to have had the opportunity to know so many different cultures, which helps me today to easily adapt to new situations and is the base for my cross-cultural communication and negotiation skills which helps a lot in this international industry.

Aside from travelling, what is the hobby which most defines you and why?

Reading books during my free time helps me to relax, mostly fiction like Game of Thrones. However, what relaxes me the most is actually playing the piano.