

JEANETTE BOUFFIER



CREATIVE EXPERT | HEALTHCARE
INNOVATOR & CHANGEMAKER

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PROFILE//

What drives me:

Hi, I'm Jeanette, a creative innovator with a global mindset. I am driven by curiosity, a profound sense of adventure and creativity to analyse, understand and solve problems with fresh ideas – to make the world a little bit better.

How I add value:

Innovation, creativity, change and development are my element. I build bridges between people and disciplines and like to understand the big picture to create valuable solutions.

COMPETENCIES & SKILLS//

Brand Communication
Marketing Strategy
Brand Design
Social Media | Content Creation
Digital Product Development
Design Thinking
Team Leadership
Project Management
Customer Acquisition and Retention
Business Coaching & Training

Artificial intelligence
Innovation
Agetech
Health & care

TECH//

ChatGPT | Adobe Photoshop | Adobe
InDesign | Adobe Illustrator | Adobe
Premiere Pro | Microsoft Teams | Zoom
| Slack | Miro | Power Point | Jira |
Confluence | Word | Canva usw.

EXPERIENCE//

■ May 2020 > Today

TERESA.AI | CO-FOUNDER

I co-founded Teresa.AI, an artificial intelligence-based voice assistant developed specifically for older people. Our aim was to maintain the self-determination of older people, strengthen their social network and relieve caregivers so that seniors can live independently at home for longer.

We took the risk and developed Teresa.AI self-financed in the first two years, although the required technology did not yet exist until four years later. Our perseverance and visionary conviction ultimately led to a successful market entry, we achieved great brand awareness in the care sector and established ourselves as a particularly user-centered product.

Product development Teresa.AI

The product development of Teresa.AI was particularly close to my heart. I took over the conception and planning of the mobile application, defined clear goals, coordinated the team of developers, designers and researchers and drove the user-centered development forward.

Through co-creation with the users and their continuous feedback, we gathered valuable insights that helped us to create a product that was both practically and emotionally tailored to the needs of the target group. Thanks to my coaching training, I was able to gain a deep understanding of the emotional needs of the target groups and incorporate them into the product development.

With the first MVP, we were able to inspire the Caritas director and the Caritas Westerwald Rhein-Lahn e. V. as our first customer. This partnership enabled us to introduce the application in several care facilities and generate important initial sales. We were also able to complete two successful investment rounds as a result of these milestones and received a research grant.

Based on this preliminary work, we successfully developed an AI prototype with partners and gained the Fraunhofer Institute as another strategic partner.

Brand design and advertising Teresa.AI

I was responsible for the design of Teresa.AI, including the development of the logo and visual concepts. We implemented these design elements consistently across all channels – from the website and pitch deck to brochures, social media and videos.

I also defined the brand communication, brand values, vision and mission statement to ensure brand continuity. With my many years of experience in design, I was able to create a strong and distinctive brand identity for Teresa.AI, which won praise from the industry.

LANGUAGES//

Mother tongue: German
English fluent

CONTINUING EDUCATION//

- 2024 | KI-CAMPUS:
AI in Healthcare
- 2014 bis 2016
// ILP Systemic Life Coach
// ILP Systemic Business Coach
// Burnout Preventionstrainer
// Mindfulness- & Meditationstrainer

EDUCATION//

- June 1997 to July 1999 | Internship
New York | Furman Roth Agency
- 1992 to 1996 | Diploma | Commu-
nikationsdesign | FH Mannheim
- 1991 | Abitur |
Leibniz Gymnasium Wiesbaden

SABBATICAL//

- October 2002 to August 2005
Central America, New Zealand,
Australia
// Study Spanish
// Work in aid projects
// Guide on horse trekking tours
// Work on ranches.

AWARDS//

DESIGN
German Brand Award 2018 |
John Caples Award | Eurobest Award |
Midas Award | Innovationspreis

TERESA.AI
AXOLOTL Med & Health Business
Plan Competition

HOBBIES//

Volunteering | Traveling | DIY | Reading
| Writing | Running | Horseback Riding

Sales Teresa.AI

I represented Teresa.AI at trade fairs, gave presentations, made contacts with potential customers and was active in after-sales customer support. I played a key role in positioning Teresa.AI as a pioneer in the field of digital care innovations. As a result, I was invited to give several talks and podcasts. Teresa.AI also received an award at the AXOLOTL Med & Health Business Plan Competition.

Marketingmanagement Teresa.AI

Thanks to my precise competitive analysis and clear positioning in the market and target group definition, I was able to successfully build the brand image. I worked on the selection and coordination of marketing channels, from print to online, and ensured a consistent brand presence that was characterized by exceptional design and a deep emotional understanding of the target groups

- April 2019 to October 2021 (permanent position, part-time)

1.FSV MAINZ 05 | BRAND DEVELOPMENT

I took over the selection of an external agency and led the development of the first corporate design for a Bundesliga club - under great time pressure within just four months.

The result of this intensive work was awarded three design prizes and I ensured that the visual implementation of the new brand identity ran smoothly and that the brand hierarchy was continuously developed. I also initiated and implemented cross-media campaigns and introduced project management tools

SENIOR ART DIRECTOR (FREELANCE UND PERMANENT)

I worked for many years for international brands below and above the line. Some of my work has won awards. My portfolio: www.bouffierdesign.de. Also I built up a business as a life coach and systemic business coach.

- 2016 > Today

BOUFFIER DESIGN & BOUFFIER COACHING

- 2016 to 2018

HOW TO CREATE A UNICORN CONSULTING | CO-FOUNDER

Business Creativity, Innovation & Fun. The aim of the company was to create corporate cultures that offer people space to be creative, experiment and innovate without fear.

- July 2007 to January 2008

SKA RELATIONSHIP MARKETING AGENCY | INTERIM CREATIVE DIRECTOR

Dialog marketing campaigns, POS campaigns

- December 2005 to November 2006

WOLRATH WILDERMUTH, ADVERTISING AGENCY | SENIOR ART DIRECTOR

- July 1999 to October 2002


FOOTE, CONE, BELDING, ADVERTISING AGENCY | ART DIRECTOR

360° Advertising campaigns

- June 1997 to July 1999

GARSTEN & PARTNER, ADVERTISING AGENCY | ART DIRECTOR

Brand Design, Dialog marketing campaigns, POS campaigns



„SUCCESSFUL
PEOPLE ARE
THOSE WHO
HELP OTHERS
TO SUCCEED.“

ABOUT ME//

WHAT DRIVES ME

I am driven by curiosity, a profound sense of adventure and creativity to analyse, understand and solve problems with fresh ideas – to make the world a little bit better.

HOW I ADD VALUE

I build bridges between people and disciplines and like to understand the big picture. As a quick-witted, unconventional out-of-the-box thinker, I love to develop new ideas with enthusiasm. I have a knack for challenging the status quo, seizing opportunities for change and experimentation, and seeking exciting new approaches. I intuitively understand the ideas and feelings of others and appreciate unorthodox and inspiring teamwork with a touch of humor. Loyalty and empathy, as well as a straightforward communication style to create an environment where everyone feels seen, safe and can flourish, are of high importance to me. I feel most comfortable in situations that give me a lot of creative freedom.

HOW I THRIVE

I thrive most in situations that allow me to dive deep and work on the bigger picture within a diverse team. Working in a solution-oriented way is important to me.

WHAT I BELIEVE IN

In my experience, the differences in a team count more than the strengths. Diversity strengthens a team and makes it more creative, as long as everyone understands and develops their strengths. For me, it is important that people are able to self-reflect because it allows us to process new information without reacting anxiously or defensively. Reflective listening is crucial for both teamwork and innovation, as is the ability to empathize and connect with other people. In a future with intelligent machines, intelligence will not be measured by the quantity of our knowledge, but by the quality of our thinking, learning and relationships with others. Through my training as a systemic coach, I have strongly developed these skills. I am happy to stand on stage for what I am convinced of.

MY STRENGTHS & WHAT I LOVE

Innovation: As a curious problem solver meaning is important to me in my work, i.e. advancing socially relevant issues and creating innovation for them.

Intuition: I am a relationship builder with strong people skills.

Creativity: I love to write: essays, blog articles, social media posts ... (I wrote a book "Upside down under" and I'm currently looking for a publisher).

I love to travel individually, did horseback riding most of my life and get a free mind by reading, meditating, rowing, DIY projects, rowing and running or walking the dog.

CURIOUS?

**GIVE ME A CALL. DROP ME A LINE.
WHATEVER FLOATS YOUR BOAT.
I'D LOVE TO HEAR FROM YOU.**