



JEANETTE BOUFFIER

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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.

STRENGTHS//

- // Digital product development
- // Digitalization in eldercare
- // Artificial Intelligence
- // Communication strategy
- // Communication design
- // Brand development
- // Project management
- // Customer acquisition
- // Partner support
- // Company founding
- // Coaching & Training
- // Excellent communication & presentation skills

LANGUAGES//

Native language: German
English: Fluent

ABOUT ME – VIDEO//

www.jeanettebouffier.de

PROFESSIONAL EXPERIENCE//

■ May 2020 – October 2024

TERESA.AI | CO-FOUNDER

// **Company founding and leadership:** Co-founded Teresa.AI, an AI-based voice assistant specifically designed for elderly people. Our goal is to preserve the autonomy of seniors and enable them to live independently at home for longer.

Achievements: Established as a user-centered product in the eldercare sector.

Skills: Artificial Intelligence, Digitalization, Innovation, Agetech, Health and Care // Creativity, visionary and holistic thinking, perseverance, strong problem-solving skills, risk-taking, flexibility, (self-)reflection ability, curiosity, and drive. Able to inspire people and is resilient, cooperative, and assertive.

// **Product development:** Designed and planned the mobile application; responsible for team coordination and user-centered continuous development through co-creation and ongoing user feedback.

Achievements: Acquired first customers who became fans; successful launch in multiple care facilities.

Skills: Conceptualizing, planning, and developing (digital) products with a focus on user-centeredness; team coordination across disciplines // Empathy: understanding emotional needs of target groups and integrating them into product development, supported by coaching training.

// **Brand design and marketing:** Created the Teresa.AI brand identity and was responsible for brand communication, brand values, and maintaining a consistent brand presence across all channels.

Achievements: Received praise for the brand presence in the industry and awarded at the AXOLOTL MedTech Business Plan Competition. Multiple invitations to trade fairs, events, and podcasts.

Skills: Competitive analysis, target group definition, market positioning, ability to create a strong brand presence, communication and presentation skills, media relations experience.

// **Sales:** Represented the company at trade shows, gave presentations, managed customer relations, and positioned Teresa.AI as a pioneer in digital eldercare innovation.

Achievements: Two successful investment rounds; approval of a research grant.

Skills: Experience in customer acquisition, support, and building strategic partnerships; strong communication skills.

■ May 2022 – October 2024

FOUNDER COACHING (AZAV)

■ April 2019 – October 2021 (Permanent Part-Time Position)

1. FSV MAINZ 05 | BRAND DEVELOPMENT

// **Corporate design development:** Led the design side for the development and rollout of the first corporate design for a German Bundesliga club within four months.

Skills: Ensured smooth visual implementation of the new brand identity and its continuous development.

Cross-media campaigns: Initiated and executed cross-media campaigns to increase brand presence.

Project management: Introduced project management tools to increase efficiency and meet growing demand for design and graphics.

Achievements: The corporate design won three design awards.

TECHNICAL SKILLS//

LLM & AI | Adobe Photoshop | Adobe InDesign | Adobe Illustrator | Adobe Premiere Pro | Microsoft Teams | Zoom | Slack | Power Point | Jira | Confluence | Word | Canva etc.
Passionate about Miro!

AWARDS//

DESIGN

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

TERESA.AI

AXOLOTL Med & Health Business Plan Competition

VOLUNTEER WORK//

Mentor at EXIST-Women for founders from universities and research institutions

Actively involved in nature conservation

HOBBIES//

Writing | Traveling individually | DIY | Reading | Running | Horseback riding | Dancing | Rowing

Date of Birth:

31.05.1972 | Wiesbaden

■ 2008 > Present / 2016 > Present

BOUFFIER DESIGN / BOUFFIER COACHING (Self-Employed)

I worked for many years with international brands both below and above the line. Some of my work has received awards.
I also built a business as a Life Coach and Systemic Business Coach.

■ 2016 - 2018

HOW TO CREATE A UNICORN CONSULTING | CO-FOUNDER

Business creativity, innovation & fun. The goal was to create corporate cultures that give people space to be creatively fearless, experiment, and innovate.

■ July 2007 – January 2008

SKA RELATIONSHIP MARKETING AGENCY | INTERIM CREATIVE DIRECTOR

Dialog marketing campaigns, POS campaigns.

■ December 2005 – November 2006

WOLRATH WILDERMUTH, ADVERTISING AGENCY | SENIOR ART DIRECTOR

SABBATICAL//

■ October 2002 – August 2005 | Central America, New Zealand, Australia
Studied Spanish, worked on aid projects, guided horse trekking tours.

■ July 1999 – October 2002

FOOTE, CONE, BELDING, ADVERTISING AGENCY | ART DIRECTOR

360° advertising campaigns.

■ June 1997 – July 1999

GARSTEN & PARTNER, ADVERTISING AGENCY | ART DIRECTOR

Brand design, dialog marketing campaigns, POS campaigns.

EDUCATION//

■ June 1997 – July 1997 | Internship in New York | Furman Roth Agency

■ 1992 – 1996 | Diploma in Communication Design | FH Mannheim

■ 1991 | High School Diploma (Abitur) | Leibniz Gymnasium Wiesbaden

FURTHER TRAINING//

■ 2024/25

ARTIFICIAL INTELLIGENCE COURSES


// AI in Healthcare (KI-Campus Osnabrück)
// AI and Leadership (KI-Campus Osnabrück)
// KI Automation (Udemy)

■ 2014 bis 2016

SYSTEMIC (BUSINESS) COACHING

Certifications:

// Systemic Life Coach
// ILP Systemic Business Coach
// Burnout Prevention Trainer
// Mindfulness & Meditation Trainer



„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.**