



JEANETTE BOUFFIER

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.

ACHIEVEMENTS//

Degree: Communication Designer

// Communication designer with 25+ years of experience in (online) marketing, brand strategy, human-centered design

// Co-founder of Teresa.AI
(AI voice assistant for the elderly)

// Brand development | Award-winning:
1. FSV Mainz 05

// Intrapreneur: Strategy, AI, leadership,
systemic business coaching

ABOUT ME – VIDEO//

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Wiesbaden, Germany
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PROFESSIONAL EXPERIENCE//

■ Since May 2020

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.

LANGUAGES//

Native language: German
English: Fluent

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

■ October 2002 – August 2005

SABBATICAL | CENTRAL AMERICA | NEW ZEELAND | 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

// AI in Healthcare (KI-Campus Osnabrück)

// AI and Leadership (KI-Campus Osnabrück)

// Continuing education in Strategic Marketing Management |
Online Marketing Management (karrieretutor)

■ 2014 bis 2016

SYSTEMIC (BUSINESS) COACHING

Certifications:

// Systemic Life Coach

// ILP Systemic Business Coach

// Burnout Prevention Trainer

// Mindfulness & Meditation Trainer