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## **Dr. Gerhard Hausruckinger is the new CEO of emnos**

Dr. Gerhard Hausruckinger (47) has been appointed Managing Director and Chief Executive Officer (CEO) of emnos GmbH with effect from 1 December 2008. He joins the company from management consultants Accenture, where he was Executive Partner for the Retail & Consumer Goods Business. Hausruckinger augments the existing management team comprising Sandro Götz, Steve Gray and Patrick Rohrbasser.

"We are delighted to welcome Gerhard Hausruckinger with all his skills and industry experience to our company," states Alexander Rittweger, CEO of the emnos parent company Loyalty Partner. In his career as a management consultant, he has worked with almost all major retailers and many well-know consumer brands, enabling him to build up unrivalled know-how – the perfect prerequisite to boost emnos' growth in these markets.

After studying business administration and completing his PhD, Hausruckinger began his career as project manager for corporate development at Karstadt AG. In 1994, he switched to Roland Berger Strategy Consultants, where he worked as a consultant before being appointed as Partner for the Retail and FMCG business five years later. In 2006, Hausruckinger joined management consultants Accenture as Managing Director, where he was responsible for Retail in German-speaking countries.

*A print-quality image of Gerhard Hausruckinger can be found in the pictures section.*