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Karim Hyatt appointed Director Research and Development at Emnos International

Focus of the new department: software tools for retail, consumer goods and gaming that boost added value

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On 1 January 2010, Emnos International established the new Research and Development department under the leadership of British software and management expert Karim Stefan Hyatt. The objective of the newly aligned department is to further boost added value for customers. In addition to optimising products and services for retailers, the portfolio for the consumer goods sector and the gambling and gaming market is to be further expanded.

We have great products and offer our customers a unique service – the comprehensive industry know-how of our consultants backed up by our software products, explains Hyatt, adding: Good technology has to offer customers real added value. I am looking forward to getting down to business with the team and creating solutions that will enable our customers to stay ahead of the competition.

Hyatt has a degree in Computer Science from the University of East London, is a member of the British Computer Society and the UK Engineering Council and has many years of experience in the computer sector. Throughout his career in software development, he has held international management positions at high-profile companies including Reuters, the European Investment Bank and Schroders Investment. He also developed the first software programme to enable fully automated fund trading at his own company, Pantheon Software Management. Before joining Emnos, Hyatt was employed as Director Gaming Services at US IT service provider Sierra Atlantic.

He will be using his extensive cross-sector experience to oversee Emnos operations in all international markets.

About Emnos

Emnos is one of the leading service and consulting companies in Europe for customer-centric growth. Emnos helps retailers and other companies dealing with end customers to understand their customers' requirements better and to use this understanding to increase the customer focus of their products and services. To achieve this, Emnos analyses customer and transaction data, develops strategies for companies' product line, price, promotion and communications policies, and provides tools and solutions to support their implementation.

Emnos is part of the Loyalty Partner Group and currently has a workforce of some 100 employees at sites in Munich, London, Paris, Madrid and Warsaw. Its customers include international companies such as Carrefour, Boots, Waitrose and Coca-Cola. In Germany, Emnos works for the bonus programme Payback, dm-drogerie markt and real-, to name but a few.

Further information: www.emnos.com

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