

ERA EUROPE BOARD ELECTION 2011 Biographies of Candidates



Jérôme Dillard
CEO
TELE
SHOPPING
France

After graduating from the ESSEC Business School in Paris, Jérôme held various Marketing and Managing positions in the groups Nestle, Thorntons and Sara LEE. From July 2000 to September 2007, he was CEO of the TV Shopping division of the M6 Group, before being named Director for Diversification of the same Group, to conduct the acquisition of the e-retailer MisterGoodDeal.com.

More recently, Jérôme was Managing Director, of the B2S group, N°3 Call Center group in France.

Today Jérôme Dillard is the Head of the E-Commerce and Distance Selling Division of the TF1 Group.



Nicola Gasperini
CEO
HSE24
Italy

Nicola Gasperini is currently the CEO of HSE24 S.p.A. He was formally the CFO at Home Shopping Europe S.p.A. from 2000 to 2006. He came from 10 years of experience as consulting senior manager in Deloitte, working on big Telco projects at Telecom Italia and Vodafone. After his first experience in Home Shopping Europe, he participated in founding and managing new digital media and tourism ventures. He pursued many companies' start-up phases and developed his expertise in Telco Media & Broadcasting and Travel & Entertainment with a particular focus on Web, TV and their combination. He has a particular interest in new projects for social media and social networks, e-commerce, m-commerce and TV-shopping. Nicola Gasperini has a degree in Economics from the University of Trento where he also gained the qualification as expert in commercial law. He is married, has a son and lives in Rome. He speaks Italian and English. He loves practicing sport and venturing on triathlon competitions,



James Keegan
Director of Customer Services
QVC
United Kingdom

James's passion and aim is delivering a great customer experience, that is personalised, engaging and distinctive. James lead a team who, along with providing all of the traditional services, ensures QVC exploits new avenues to better serve, such as the social media environment.

James is also accountable for QVC delivery proposition. James has over 20 years experience within a remote customer service environment. He developed solid foundations within a sales function at the Royal Sun Alliance group, which included the migration of local office based services across South America to regional Contact Centres. James joined QVC 11 years ago. James is a season ticket holder at his beloved Liverpool FC and that only comes second to his wife and two young children.



Jean Camille Raymond
Founder
Best of TV
France

After graduating from a business school in France and achieving a Master of Business administration in London, Jean-Camille Raymond Joined PASSAT company in 1992 , then a small french in store video retail specialist, to develop the marketing department.

He held various position as manager and shareholder while this company grew to become one of the largest retail specialist for innovative products in Europe with subsidiaries in Spain and Portugal.

Jean-Camille Raymond founded Best of TV in 2009 to specifically address the distribution of « original » DRTV products in the french market.

Best of TV works in close cooperation with key players in France to maximise DRTV products successes, from TV markets, to large scale retail with direct access to customers like Carrefour, Auchan, Decathlon.



Rainer Sura
Director Multimedia
reach Development
QVC
Germany

Rainer Sura was born in 1953 in Berlin and grew up in South Germany. After his studies he started his career in 1983 as Department Manager Public Relations & Coordination at AKK – Anstalt für Kabelkommunikation in Ludwigshafen, Germany, being involved in several cable projects. After only two years he became CEO of the same company and stayed there for more than 10 years.

In 1998 Rainer joined QVC Deutschland in Düsseldorf as Director Network Development & Marketing. His range of responsibility has been enlarged in 2003 when QVC assigned him also the broadcasting department. Because of a restructuring inside of QVC last year and his more than 25 years media experience, Rainer Sura became finally Director of the Multimedia Reach Development department. In this position he initiates and realizes several multimedia projects like for example hybrid tv and mobile platforms. Rainer is also responsible also for achieving and maintaining the highest possible TV household reach in Germany and Austria.



Bernie Veldhoen
CEO
Tommy TV
Netherlands

Bernie took over the position of CEO of Tommy TV in June 2010. Tommy Teleshopping is relatively new on the Dutch market, with airtime on all the major networks in the Netherlands. Tommy TV has also a retail business, selling home shopping products to Dutch retail chains .

From 2007 to 2010, Bernie was Director and Investment manager at Marc Funds, after 4 years of private investment and turn over operations of medium size companies. From 1998 to 2003 Bernie was Vice President Europe Middle East and Africa (EMEA) of Commvault Systems , a data management and protection technology company. www.commvault.com. Prior to this , Bernie founded developed and sold S&P Networks after starting his professional life in the Philips Electronics NV group. Bernie graduated from the Eindhoven Technical University in 1984, as industrial engineer.