

## ERA EUROPE - Board of Directors 2011-12

### Board Member Biographies

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**John Mills**  
– Chairman, ERA Europe

Chairman  
**John Mills Ltd**, United Kingdom

John Mills is Chairman of John Mills Limited (JML), a company which has specialised in selling products which require promotion at the point of sale since its formation in 1986. John's connections with promotion products goes back further than this, however, indeed to 1962, when he was first involved in consumer exhibitions.

Over the years since then, he accumulated a substantial amount of manufacturing experience before starting to concentrate in the late 1980s first on in store video promotions and then some years later on direct response advertising as the DR industry got fully under way.

In addition to his business experience, John spent thirty five years as an elected Councillor, operating at both local and national level, and he has written seven books, generally on subjects to do with economics.



**Dr. Julian Oberndorfer**  
– Chair-Elect, ERA Europe, and co-Chair Government Affairs Committee

Vice President Media Law, Media Politics & Distribution  
**Home Shopping Europe GmbH & Co.KG**, Germany

In 2001 Julian Oberndorfer started working for the first German shopping Channel HSE24 (on Air since 1995 formerly under the brandname H.O.T.) as project Manager for implementation of iTV. Soon he became head of distribution and beginning 2005 he took over the department for Media Law, Media Politics and Distribution.

Julian is currently Chairman of the the working committee for independent special interest and teleshopping channels, within the German TV-Channels Association called "VPRT", representing 10% of the german TV Market and was nominated member of the TIMCommittee of the German AmCham.

Prior to working in the Shopping industrie, Julian first practiced law @ the law firm Kraske Härtel. He has also worked for the Deutsche Bank. Julian is graduate of Ludwig-Maximilians-University and holds a PHD from TU Chemnitz



## Matthias Epp

- Treasurer, ERA Europe

General Manager  
**Guthy Renker Europe**, Germany

After studying business administration in Germany, France and the US Matthias started his career in the headquarter offices of Bertelsmann, the international media company, where he served as the executive assistant to the company's Chairman & CEO. He then spent the next twelve years in various marketing leadership roles in New York: First as a Marketing Director with BMG Music Service, then as the General Manager for an internet price comparison service. From 2000 to 2007 Matthias served as Senior Vice President Media & Internet for Bookspan, a company which operated in more than 30 general and special interest book clubs. In this role Matthias oversaw media planning and buying, list marketing, credit management, database marketing, marketing analysis, as well as all internet marketing efforts. After leaving Bookspan Matthias became an independent internet consultant with direct response specialist Worth Linen Associates. In early 2008 Matthias relocated to Europe to take on as Managing Director for Guthy-Renker Europe. Today he has responsibility for the Guthy-Renker business in nine European countries.



## Michal Cieśla

Corporate Strategy & Business Development Director  
**Mango Media sp z oo**, Poland

Michał Cieśla joined Mango Media - first 24 hour teleshopping channel in Poland in 2007. He is responsible for providing strategic and analytical guidance which position Mango for growth and profitability. His main duties include leading initiatives to develop and extend product's portfolio sales and distribution, e-commerce expansion and new business opportunities. He deals with budget execution, negotiation with a key TV distributors and new projects management. Since May 2010 he is also Mango Media Executive Board Member. Michał Cieśla was born in Poland. He studied at the Gdansk University. He received master degree in management and marketing followed by postgraduate training for managers. He went on to study at Gdansk Foundation for Management Development validated by RSM Erasmus University where he graduated with the title of Master of Business Administration (MBA). He began his career by gaining experience in marketing departments. In 2004 he has accepted his first post in media industry, Multimedia Poland company - leader cable operator in Poland, as a CATV product manager. He was responsible for creating strategy for new products (IPTV,VOD), implementing promotional activities and sustaining good relations with the cable TV distributors.



## Jérôme Dillard

CEO  
**TEleshopping-TF1**, 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.



## Isabelle Fournier

TV Shopping Business Manager  
**Ventadis – Best of Shopping**, France

After graduating from a major Business School in France, Isabelle Fournier joins Home Shopping Service/M6 group for the International Division in 1994. She creates and is promoted General Manager of the Canadian subsidiary, HSS Canada, where she successfully develops a Teleshopping activity, on the main French Canadian Channel. In 2003 she moves to the Netherlands to launch and develop HSS Infomercials activity on the RTL group Channels. Back to France in 2009, Isabelle Fournier is now Marketing and Production Director for all the teleshopping activities for the Ventadis Group in Europe and manages the infomercial division, Best of Shopping



## 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.

## Edwin (Ed) Garrubbo

CEO  
Creative Commerce LLC, USA

The Creative Commerce group advises marketers on all forms of electronic retailing, including infomercials, live shopping Channels and the internet – Assisting with product licensing and development, celebrity endorsement, production, media buying, telemarketing and fulfilment. International Commerce Agency, LLC distributes products to over 85 countries around the world. Formerly, Ed Garrubbo was CEO of American Telecast Products LLC, which has created over a dozen celebrity – driven marketing campaigns, including Total Gym with Chuck Norris and Christie Brinkley. He has also worked with Suzanne Somers, Victoria Jackson, Cher and Jane Fonda. Prior to joining ATP, Ed Garrubbo was an attorney at the Washington DC law firm, Venable, LLP. He graduated with a degree in international relations/Spanish from Colgate University and with honors from Tulane Law School. He served on the Board of ERA and on the founding Board of ERA EUROPE and is the current immediate past chairman of ERA. Edwin Garrubbo is a citizen of the United States and Italy.

## Harry Hill – Chairman Elect ERA (Global) Board of Directors

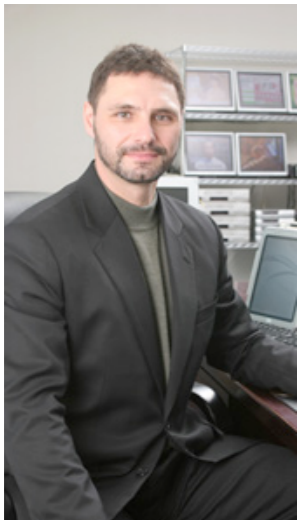
President and CEO  
Oak Lawn Marketing, Japan

Harry began his career with Nagoya-based Oak Lawn Marketing in the late 1990's. A graduate of Cornell University and a 21 year resident of Japan, Harry Hill has founded, owned and operated several companies in the marketing, real estate, media and entertainment industries. He joined the Oak Lawn Marketing management team in 1999 and became COO of the company in 2004. Oak Lawn Marketing- the largest infomercial company in Japan and the fourth largest TV Shopping company, after fixed channel operators Jupiter Shop Channel and QVC Japan and caravan-style product purveyor Japanet Takada- describes itself as a media company and a branding company. As a media company, OLM controls more minutes on terrestrial, cable and satellite television than any other company in Japan. OLM also is the majority owner of Shop 240 on the Sky Perfect TV platform. As a brand company, OLM uses the power of its 70 plus hours per day of television commercials to implement its Shop Jabbranding strategy of power branding. The Shop Jabbranding strategy has allowed OLM to create brand awareness and recognition for its top selling products so that in the last several years OLM has had the best selling brand in Japan (yes, all of Japan) in categories like EMS devices (Slendertone), mattress toppers (True Sleeper) and steppers (Lateral Thigh Trainer). Oak Lawn Marketing have broken down the barriers and succeeded in doing business in the Japanese media and retail industries.

## 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 leads 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's 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.





## Manos Markakis

General Manager  
**Telemarketing SA, Greece**

Telemarketing SA has been the leading multi channels retailer in Greece for the past 19 years. Manos Markakis is one of the founders of the company and was the first to start Teleshopping programs on the Greek TV. His previous experience after getting his MBA in Fairleigh Dickinson University of New Jersey was in managerial positions of the advertising and commercial departments of multinational companies like Coca Cola, Lowenbrau, General Foods. Since 1987 he is the General Manager of Telemarketing SA and in the last year a board member of the local Direct Marketing Association.



## Giovanni Molteni

Purchasing, TV production & Planning Director  
**Mediasetting – Mediaset , Italy**

After studying in Scientific and Mathematic schools, Giovanni attended the BOCCONI University getting a degree in Finance in 1999. In 1998, Giovanni had attended the Business English Course of the Berkeley University and in 1999 spent training time in the Intesa Bank on project financing. In 2000 Giovanni started his career working in the Business Development office for a Web Portal owned by the Fininvest Group, specializing in the business planning process and financial / economic impact of the new strategic web partnership. In 2001 Giovanni moved to the Business Development office of MEDIASET (the largest Media Group in Europe). He was involved in all M&A operations and Strategic Planning. From 2004 to 2005, after analyzing the international DRTV industry, Giovanni was finally involved in the acquisition of HSE Italy by Mediaset. The same year, Giovanni was named to be part of the team of MediaShopping, the first Italian teleshopping company, 100% controlled by Mediaset. He is now the head of a 20 persons team, in charge of Purchasing, TV Production and Planning.



## Nathalie Pijcke

COO  
**Intersourcing, Belgium**

17 years experience in the Television Shopping Industry. Nathalie started her career in the industry working in France for Home Shopping Service, part of the M6 group, from 1994 to 2000. She joined Intersourcing in 2000 and has, since, held a wide variety of responsibilities including production coordination, client unit organisation and screenplay writing.

Due to her full grasp of the various aspects of DRTV management and her multi-disciplinary experience in the distance-selling market, she has been named Chief Operating Officer of Intersourcing. Her core mission is to sell the company product portfolio to broadcasters, either for television retailing distribution or for worldwide broadcasting rights. In addition, Nathalie Pijcke is responsible for product development, team management and supervision of film shoots, ensuring communication and collaboration with and among the entire Intersourcing team.



## Jean Camille Raymond

Founder  
**Best of TV, France**

After graduating from 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 positions as manager and shareholder while this company grew to become one of the largest retail specialists 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.



## Eivind Schackt – Chairman of Self-Regulation Committee

CEO  
**Studio Moderna**, Slovenia/Switzerland

Prior to joining Studio Moderna as CEO, Eivind was Managing Director of MTG HomeShopping consisting of the TV-Shop and CDON group, member of the MTG Operational Board and part of MTG Executive Management. With over 170 hours of TV shopping programming across 154 public and commercial TV stations daily, and an audience of 400 million people, Studio Moderna is the largest direct response marketing network in Central & Eastern Europe. Formed in Slovenia in 1992 it is present in 20 countries across CEE and its companies include the Top Shop chain of TV, Internet and walk-in stores; the Dorneo, Kosmodisk, Rovus and Bigfish brands; Linea Directa Communications customer management centres; fulfilment centres; in-house creative agency, and other affiliated services.



## 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](http://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.



## Mike Wells – Chairman of ERA UK and co-Chair of Government Affairs Committee

Deputy Managing Director  
**Dolphin Television Ltd**, United Kingdom

Mike co-founded Dolphin Television Ltd in July 2002. The Company currently has 22 employees and specialises in selling commercial airtime, under contract, on behalf of digital broadcasters in the UK, as well as being a broadcaster in its own right. A large part of Dolphin's business relates to the sale of long and short-form teleshopping windows on over twenty UK channels to a variety of teleshopping advertisers. Prior to setting-up Dolphin Television Mike was Media Director at Best Direct, responsible for managing the Company's media buying in mainland Europe and the UK. Mike was an original member of the BTSA and has subsequently served on the ERA's government affairs committee and, on the Board of the ERA UK chapter, and has been elected Chair of ERA UK, June 22, 2008

With over ten years experience in both buying and selling teleshopping airtime in the UK and mainland Europe, Mike is well placed to make a real contribution in helping ERA Europe and ERA UK achieve their objectives.



## Alexander A. Chacón – Immediate Past Chairman

President

**European Home Shopping, Spain**

Alexander A. Chacón is President & CEO of European Home Shopping (EHS) a media company based in Madrid, Spain. EHS produces a 24 hour home shopping channel which is offered to over 12 million households via satellite, cable and broadcast stations. EHS owns a network of broadcast television stations, cable systems and leading online properties in Spain. EHS is also one of the leading infomercial and short form distributors.

Prior to founding EHS fifteen years ago, Mr. Chacón was employed by investment banks and international law firms pursuant to graduating from the Harvard Law School and New York University.



## Marcel Avargues – Executive Director, ERA Europe

Executive Director

**ERA EUROPE, France**

Marcel Avargues has been Executive Director of ERA EUROPE , the Electronic Retailing Association's European Affiliate since 2004 . He had run the European Activities of ERA since January 2001. An internationally-recognized Distance Selling & DM expert and international business development consultant ( he founded Quartile Consulting in december 2000) , Marcel Avargues's marketing and management spans three decades. He was for 5 years (1987-1992) the director of marketing & international development for COREF (now Experian France,) a Marketing Modeling, Quantitative Analysis & Geomarketing leader in Europe, and from 1992 to 1998 managing director of Hachette Livre/Grolier Direct marketing division. From 1998 to 2000, Marcel was the Marketing Vice President , in charge of Direct Marketing Services of Correo Argentino, National Postal Services, in Buenos Aires.

Marcel spent 3 years in the USA , in the late 1980s , as vice president, Market Planning and Finance for the Direct Marketing Association in New York.