

## **JANINE ERHARD**

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### **EDUCATION**

**UNIVERSITY OF FLORIDA - Hough Graduate School of Business Administration** Gainesville, FL  
**Master of Business Administration** May 2009

**UNIVERSITY OF COOPERATIVE EDUCATION** Mannheim, Germany  
**Bachelor of Science in Business Management** September 2005

- Concentrations: marketing, accountancy / financial system
- Dissertation: Analysis of Wella's Main Competitors in the Hairdresser Branch

### **EXPERIENCE**

**Junior Project Manager**, Market and Sales Development February 2006 - August 2007  
Wella AG (Procter & Gamble) Darmstadt, Germany

- Member of a team responsible for restructuring the organization of the internal sales force of Wella, Germany; the project involved up to 150 people, and was designed to improve customer service; Completion of the project required organization and coordination of all workshops as well as participation and collaboration with consultants
- Project streamlined distribution channels to approved markets and vendors
- Developed a new target setting process for the sales force, implemented it and taught it to sales managers; assumed tasks previously completed by the Head of the Department/Project Manager during the second year
- Implemented new compensation system for sales force, analysed effects regularly
- Participated in monthly discussions with the marketing department that focused on the current market situation and initiatives or sales activities to reach sales targets; coordinated and organized all meetings and wrote audit trails
- Created a database of information on salon chains, including pricing, and target markets in the Germany

### **INTERNSHIPS**

**Wella AG** (Procter & Gamble) September 2002 - September 2005  
Darmstadt, Germany

Worked in several departments including Marketing, Customer Service for A-Customers and Purchasing

- Professional Marketing Germany, Apr-Sep 05: price and brand comparison, customer acquisition
- Customer Center / Production, Nov 04-Feb 05: stock control, order placement
- Circle of Excellence, Dec 03-March 04: service for A-customers, organisation of events
- Central Purchase Fragrances, Jun-Sep 03: data administration in SAP, communication with suppliers
- Consumer Marketing Innovation, Dec 02-March 03: organisation of Idea Gallery to start projects

**Wella Australia** (Procter & Gamble) Sydney, Australia

- Marketing, Jun-Sep 04: analysis of competitor's products and our sales figures, preparation trade fair

### **SKILLS**

**Computer:** Microsoft Office (esp. Excell), Lotus Notes, SAP

**Language:** Fluent in German and English, basic in French and Spanish

**Other:** Trainer License