



PROFILE

An experienced entrepreneur and private equity investor with a particular focus on sport and media particular new me having successfully exited United in Sports in 2011 and it is now focusing on scaling her Family and private equity interest

PROFESSIONAL EXPERIENCE

2012 – Current Investor in Real Estate

- ~ **Ziggurat Edinburgh:** Ziggurat Edinburgh is a development of two student accommodation residences (c. 530 beds) in the Leith area of Edinburgh, Scotland;
- ~ **Ziggurat Newcastle:** Ziggurat Newcastle is a development in Newcastle England, converting 8 buildings formerly belonging to Newcastle University into a 89 bed student residence;
- ~ **Ziggurat Montrose:** Ziggurat Montrose is a development in Dublin, Ireland converting the former Montrose Hotel into a 200 bed student residence, coffee shop, convenience store and bank premises;

2005 - 2012 Technology and New Media

- ~ **Capnamic Ventures:** Capnamic Ventures is a Multi-Company Venture Capital Fund with offices based in Cologne and Berlin. Capnamic focuses on businesses models along the digital value chain and invests with a focus on consumer businesses that can be scaled and distributed through digital media. This includes growth markets such as Mobile, E-Commerce, Gaming, Payment, Advertising or Software as a Service;
- ~ **Songza:** Free music streaming and recommendation service for Internet users in North America. Songza's playlists are made by music experts and the service recommends various playlists based on time of day and mood or activity. Songza offers playlists for



activities such as waking up, working out, commuting, concentrating, unwinding, entertaining, and sleeping;

- ~ **Glamloop:** Glamloop is a German based recommerce marketplace for preloved fashion and accessories of premium brands and designers;

- ~ **Dollar Shave Club;** North American based online retail business delivering personal grooming products to its online subscribers every month;

- ~ **Delivery Club:** An online takeaway ordering platform providing a variety of delivery restaurants and enabling users to order food online. Delivery Club is the largest online food platform in Russia;

- ~ **RelateIQ:** Next generation CRM system, offering a relationship intelligence platform that allows teams to track, share and analyze professional relationships;

- ~ **TravelBird:** One of the fastest-growing Travel Websites in Europe, operating in 8 European countries to date;

2012 – Current Advisor

- ~ **Member,** Trilantic Advisory Committee, Trilantic has aggregate capital commitments of \$3.8 billion;

2012 – Current Family Office

- ~ **Elkstone Capital International Services Ltd.;** Appointed as family office focusing on Asset Management



2007 - Current Really Sports

- ~ **Really Sports: Investor and Board Member**, Shanghai Really Sports Ltd. Investor in the 3rd largest Chinese sports equipment retailer Shanghai Really Sports Co. With around 900 stores in the major cities of China's eastern coast, the company represents about 16% market share of the brand Nike and approximately 14% market share of Adidas brand in China. Really Shanghai Sports employs approximately 8,000 people and generates annual sales of around 2.4 billion yuan.

2005 – 2012 Founder and Executive Partner & Investor, United in Sports, Luxembourg

- ~ Founder of the first sports dedicated investment fund focused on Europe and Asia and specialized in three segments: TV rights, sports apparel brands and retail;
- ~ Since inception in 2005, the fund has raised €242.2m and with the successful sale of Infront it generated 21% ROI for original investors.

2008 – 2012 Vice Chairman, Infront Holding & Infront Sports & Media AG, Switzerland

- ~ Investor of Infront starting in 2002, increasing investment stake in 2008. Successfully negotiated the acquisition of Infront out of the Kirch Group bankruptcy and acquired Media Partners in 2007, which contributed to 50% of the enlarged Infront business; was appointed Member of the Board as well as Member of the Compensation Committee in June 2008.

2002 – 2005 Private equity manager for Robert Louis Dreyfus

- ~ Key highlights during this period included the negotiation and structuring the Infront acquisition and developing Infront from a single asset into a diversified portfolio through acquisitions such as Superbike and a different portfolio of rights as The CBA (Chinese Basketball league)



2001 – 2002 Deputy Manager to the Chairman, Neuf Cegetel

- ~ Successfully negotiated the acquisition of Neuf Cegetel as member of the telecom branch team at Louis-Dreyfus Group (LDCOM);

1998 – 2001 Co-Founder & CEO, WINAMAX

- ~ Co-founder of Winamax, an online games platform, and managed the company from the first stages of its start-up through to its successful sale.

EDUCATION

2002 Program for Management Development, Harvard, USA

1998 BS in Business Administration, International University of Monaco, Monaco

NON PROFIT 2002 Current

2013 International Curator codes of tolerance

2014 JJ Foundation, Founder of JJ Art Foundation

2008 Member, Tate Advisory Committee, of Latin American Art

Fluent in German, English, French, Spanish, Italian and Portuguese