

Curriculum Vitae Beatrix Gruber

E-mail: beatrix.gruber@scibis.eu
Web: www.scibis.eu

Birth date: 25. July 1973
Nationality: Austrian



Profile:

Business psychologist with highly analytical abilities and communications skills, extended knowledge in research and evaluation and more than 10 years hands on experience in the betting industry, ranging from traditional bricks and mortar business to online betting. Specialized in customer retention, customer surveys and research.

Professional Experience:

- Function & date:** **Founder and Owner of SciBis,**
2007 – 2008
- Job description:**
- Customer surveys
 - Market analysis
 - Consultant in areas related to customer satisfaction and retention
- Function & date:** **Project Manager Customer Care,** MagnaBet,
2006 – 2007
- Job description:**
- Development of MagnaBet's customer retention program
 - Analysis of customer data and betting patterns
 - Preparation and specification of MagnaBet's IVR system
 - Designing of training packages for and monitoring of MagnaBet's Call Center
 - Customer communications, including direct e-mail and "FAQ" catalogues for the Call Center
- Function & date:** **Project: Analysis of various betting sites,** MagnaBet,
12/2005 – 01/2006
- Job description:**
- Analysis of 30 different internet sports betting sites, with the aim to provide the company with suggestions for the "ideal betting slip"
 - Presentation of the results and recommendations in both visual and written formats
- Function & date:** **Teamleader / Cashier,** Magna Racino,
2004 – 2005
- Job description:**
- Bet acceptance, pay out and cash control
 - Advising and supporting new and inexperienced customers

Function & date: **Shop Manager**, Wettpunkt,
1997 – 2004

Job description:

- Responsibilities including profit planning, turnover & profit achievement, direct sales, management of staffing, overheads and budgets
- Bet acceptance and pay out
- Advising and supporting new and inexperienced customers

Function & date: **Administrator sport betting office**, Sportwetten Graz,
1996

Job description:

- Accounting
- Administrative responsibilities
- Bet acceptance
- Marketing and customer care Activities

Function & date: **Assistant accounts department**, Bruehl & Soehne,
1995 – 1996

Job description:

- General accounting duties

Function & date: **Sales Representative**, Impulse Graz,
1994 – 1995

Job description:

- Direct selling

Internships:

Function & date: **Psychological Internship**, abif (research institute),
2005

Job description:

- Assistance by various evaluation projects
- Various forms of research work
- Preparation of presentation (in both English and German)
- General administration of project development
- Support in completing various professional articles

Function & date: **Psychological Internship**, University of Vienna,
2004 – 2005

Job description:

- Support in completing various professional articles
- Various forms of research w
- Project Assistant in completing scientific / psychological studies

Function & date: **Sales Assistant (Christmas job)**, Kastner & Oehler,
1993

Job description:

- Sales

Function & date: **Summer job**, Government of Styria, Austria,
1992, 1991 & 1990

Job description:

- Assistance and support in general office work

International experience:

Function & date: **Project Manager Customer Care**, Xpressbet,
Pittsburgh/USA, 05/2006

Job description: 2 weeks internship at Xpressbet, America's 2nd largest horse betting platform

Function & date: **Au pair**, Rome/Italy, 1994

Education:

Qualification & date: **Degree in psychology**, University of Vienna, 1999 – 2006
Main subjects: Social and business psychology, research and evaluation

Additional qualifications:

Qualification & date: **Spanish language course**, Ali Language School, Madrid, 2008
Qualification & date: **Company start up program**, OESB Consulting, Vienna, 2007
Main courses: Customer Acquisition, Marketing, Telephone Training, Communication and Sales, Creative Solutions Processes, Basic Laws for Young Business People, Basic Accounting
Qualification & date: **Project Management**, University of Vienna, 2004

Personal skills:

Languages:

- German Native speaker
- English Fluent
- Spanish Basic
- Italian Basic

Computer skills:

- Microsoft office Advanced knowledge
- SPSS Advanced knowledge
- Html Basic knowledge

Hard skills:

- Quantitative research Advanced knowledge
- Qualitative research Good knowledge
- Online research Advanced knowledge
- Evaluation Advanced knowledge
- Presentations skills Advanced knowledge
- Project management Basic knowledge

Driving licence:

Group B