

Who is Jeannine Vythoulikas-Arnold? Senior project manager/consultant at **foryouandyourcustomers** in PIM/MDM concepts, processes and implementation.

What Jeannine Vythoulikas-Arnold can offer you

*„A PIM System is only truly implemented if the Processes to create and maintain the data are accepted by the users and come to live.“
M.K. Zug 2011*

Jeannine provides advice within the scope of a PIM/MDM project or a study, in terms of the best way of integrating a new PIM/MDM system and the most efficient way of doing it. She does not just provide this advice from the point of view of the technical system integrations, but also from the point of view of conceptualisation, processing, and from the perspective of the concomitant, necessary changes for the organisation. In the end, it is not just that the customer uses a new system, but that they use it actively and like using it. This will be consistently monitored by the implementation of the 'digital supply chain' and by the use of the appropriate tools, whilst always keeping in mind the objective that the investment in the system must be worthwhile for the customer.



You can find out more about Jeannine Vythoulikas-Arnold (jev) at <http://jev.foryouandyourcustomers.com>

Where her expertise comes from

*„A MDM System is like housekeeping for a company - it is the base to anything further, whatever needs to be done with the product data, no matter where they should appear, without a MDM System it is virtually impossible to have consistent data within a multi-national company.“
U. U. Zug 2014*

Jeannine had been largely involved in PIM system acquisition and integration when working as a catalogue manager at Siemens Building Technologies (BT) in 2001. She knows what is like to fully and accurately channel and publicise product data under time pressure through a PIM system while the print company awaits it. In 2009 a further task Jeannine Vythoulikas-Arnold was responsible for in her role as project manager was connecting Siemens BT Webshops to the PIM system – this was before she then took on the role of project manager in IT in 2011, selecting and implementing MDM systems.

Following the subsequent change to Stibo Systems, her principal role was acting as project manager in STEP implementations for Stibo customers across Europe; it was in this period that she was able to hone her consultancy expertise. This was always carried out with the understanding of how it felt and with the expectations in mind of when you are sitting on the other side of the fence. Furthermore, whilst working for Stibo as Scrum Master, she had implemented the SCRUM methodology for projects on a company-wide basis. Jeannine holds a degree in business administration and a master's degree in business engineering at the HWZ Zurich. As part of her studies, she published her master's dissertation on: "Developing a process model for product information management" in a book.

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