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For immediate release

IMO under new leadership

The Institute for Marketecology (IMO) in Switzerland is under new leadership: Elisabeth Rüegg is the new director, succeeding Dr. Rainer Bächli who died tragically in a car accident only three weeks ago.

Elisabeth Rüegg founded IMO together with Rainer Bächli in 1990 and, as his vice director, was directly involved in all major developments from the very beginning. Besides her work as an international inspector, she was actively involved in setting up the IMO offices in Germany and Turkey. In recent years she has concentrated more and more on Research & Development, coordinating international projects in which IMO has been involved as a partner organisation.

The foundation board voted unanimously for Elisabeth Rüegg. She also has the full backing of the Board of Directors of the IMO group AG which unites the various international offices. "We recommended the election of Ms Rüegg," confirmed Henrich Neisskenwirth in the name of the board. "We are happy to have such a competent, experienced leader in the person of Elisabeth Rüegg," stated the foundation board member, Hans Ueli Eisenhut." She will continue IMO in the spirit of the founder."

Elisabeth Rüegg emphasised the same: "The advancement of individual initiative and responsibility has always been one of the key company values. Our personnel should be able to make decisions not only in their special fields but also be involved in the development and direction of the company." In order to facilitate this, Ms Rüegg has now set up a so-called "Decision Board" which will provide her with any necessary support in her future decision making. "This extended management structure reflects the innovative and future-oriented corporate culture of IMO and is to be further developed in the months ahead."

5 long-time members of the IMO team in Weinfelden make up the "Decision Board": Martina Battini (Management Asia), Ute Eisenlohr (Management Africa), Michèle Stark (Management Fishery and Aquaculture), Dr. Graciela Wiegand (Head of Quality Management), and Katharina Yañez-Exner (Management South America).

As a result of the present situation, Elisabeth Rüegg will withdraw as far as it is possible from all operational areas of IMO and focus all her energy on her new managerial and leadership functions. She will remain in her position as business manager of the German IMO GmbH as well as the Turkish IMO-Control Ltd.

Markus Bächli, foundation board member and brother of the previous director, wishes the leadership team all the best for the start and is happy that IMO clients worldwide can rely on such an experienced and motivated team: "We are convinced that the successful work of IMO will be continued."

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