

Anne Marie Heller – Defimedia



At first, she was supposed to build bridges and locks, but she was seduced by the world of multimedia and computer science.

Today, Anne Marie Heller, Director of Defimedia, is a successful entrepreneur.

Her way into computer science

Anne Marie Heller had a career in civil engineering. However, she made her way into computer science quite quickly. "After having

spent five years in an industrial company, I spent five more years in a computer society, where I discovered multimedia, notably."

Anne Marie Heller, who graduated at the time when IBM got their first computers made, was immediately interested and felt it was definitely something to take on. "It is also by working for this society that I lost trust in big companies, even though I cannot deny it was a very good experience."

She refers to the kind of societies where the management and the references are constantly reformed...

"I found it quite hard to make what I was doing meaningful. Even if I was not put in danger personally, I could feel a lack of participation in the decisions that were being made. Plus, as I am ambitious and I wanted to make things better, I should have started a competition if I wished to access a greater degree of responsibility in decision making."

Her way into entrepreneurship

Anne Marie Heller is basically a leader, an organiser. She is not scared to take things in hand and cannot bear to simply go along with something that has already been decided without making herself heard.

To satisfy her aspiration to power and role of a leader, she decided, along with her self-confidence, to leave her job when she was 30 and created her society, formerly called IMmedia. She started the society with the help of three colleagues. "I am not a solitary entrepreneur," she admitted. "I find team work very important and I don't think I would have done this all by myself." Over the years, the company has evolved, giving birth to Defimedia. "This name relates to my need of autonomy and challenges," she added.

Twenty-five persons are now working for Defimedia. This is a significant step forward, according to the entrepreneur, for whom the word "permanence" makes more sense than ever. What Internet concerns, the company plays the role of a pioneer, and this is what makes it effective. "We have seen many rivals fall with the advent of Internet, but we persisted." Anne Marie Heller conveys an image of conscientiousness, rigour and stability. "My father often got on my nerves when he kept telling me 'what is worth doing is worth doing well'. Today I am aware this is a key value for me."

What is next?

From her experience as entrepreneur, Anne Marie Heller learned something else. "I realised that what I achieved actually needed to be put forward. I have been entrepreneur for twenty years, and yet I am not a superwoman." She thus decided to invest herself, for example as a European Ambassador of Entrepreneurship. "One day someone pointed out that every time I had to make a choice, I rejected the easiest way and chose the hardest. It is something that appeals to me, who would want to be bored?"

ID of the company:

Activity: Internet Agency "full services"

Location: Headquarters in Namur, office in Liège

Creation: 1992

25 employees

www.defimedia.be