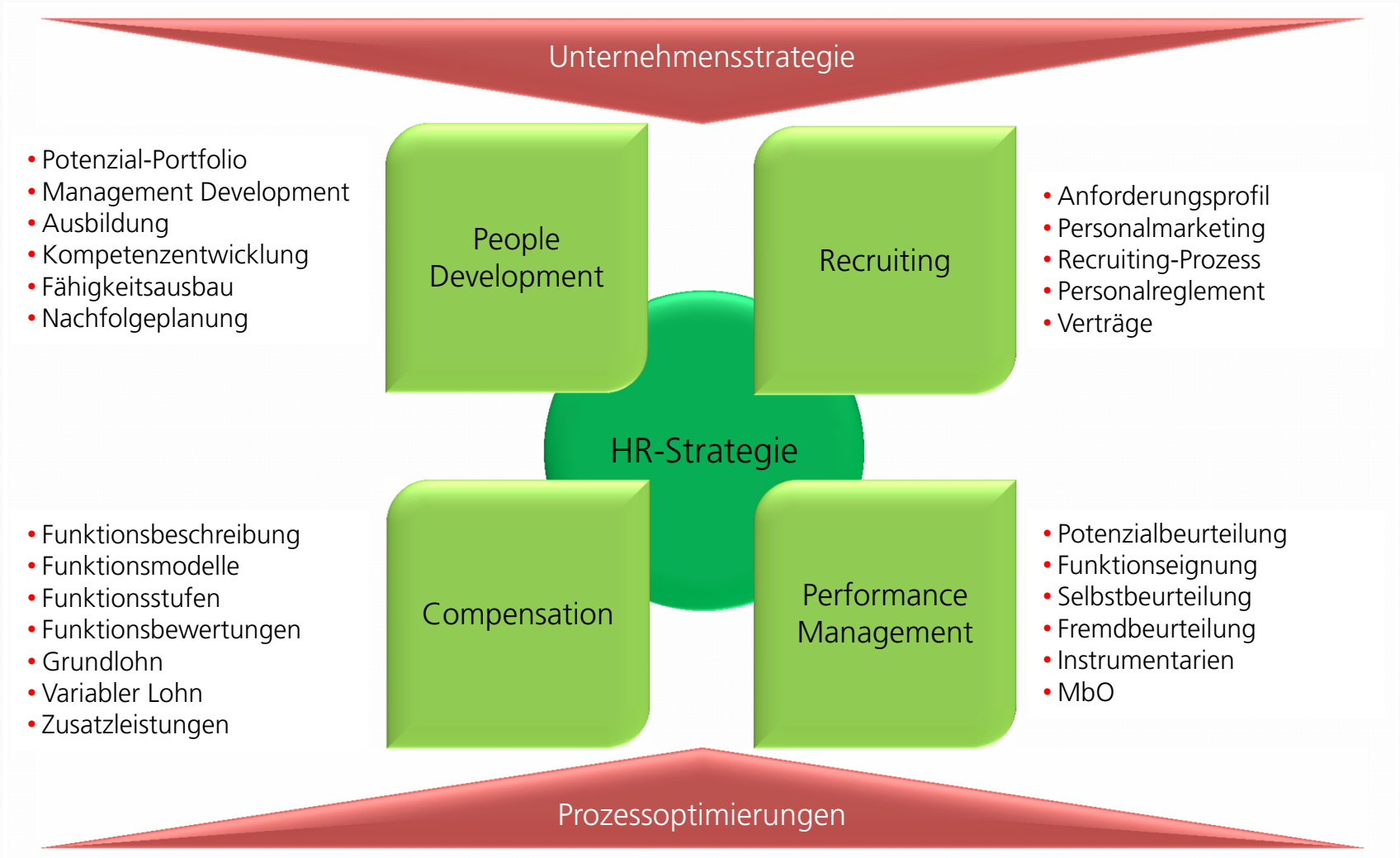SMG HR-Strategie