

## CV Ossi Urchs

From 1973 until 1979 Ossi Urchs studied Philosophy, Media-Science and Political Science in Cologne and Munich where he graduated from Ludwig-Maximilians-Universität as M. A.

Since 1980 he has worked as Writer/Director for ARD-Network and ZDF (public television) and commercial stations as RTL, Sat1 and K-ABC, Los Angeles. Since 1992 he has worked in consulting and development of interactive communication strategies on the Internet.

Since 1982 he owns F.F.T. MedienAgentur together with his wife Sigi Höhle. Since the beginning of the 90ties F.F.T.'s focus has shifted from TV to interactive media, helping enterprises, organizations and media-companies to develop their respective Web-strategies. Among F.F.T.'s clients are: British Telecom Germany, Cisco Systems Germany, Deutsche Telekom AG, Reemtsma/Imperial Tobacco Inc., Otto Group, ProSieben Digital Media/SevenOne Interactive, Samsung Mobile.

1997 Ossi Urchs developed "NetNews", Germany's first TV-Magazine on Internet-Business for the News-Channel N-TV, a subsidiary of RTL-Group. From 1999 to 2001 he hosted the Tech-Talk-Show "eTalk" together with Tim Cole for N-TV and N24.

Since 1986 Ossi Urchs has written numerous feature-articles and books on Digital Media, Interactive Communications, Online-Marketing, E-Commerce, Web 2.0 and Social Online Networks. Together with Harald Zapp he wrote "Hands on Internet-Telephony", a guide to the trend-subject "Voice over IP" in 2006. In 2007 he wrote a major part of "Guidelines for Online-Marketing" which has become the standard-publication on the subject in Germany. Since 2004 Ossi has been a blogger @ [www.urchs.de](http://www.urchs.de)

Ossi Urchs has given seminars and delivered keynotes "on all things Internet" for major events of British Telecom, GfK AG, Deutsche Telekom, Microsoft Germany, IBM Germany, Sun Microsystems, eBay Germany, EMC, Sophos Software and Strato Webhosting AG to name but a few. Furthermore Ossi is a popular keynoter and host of international and national conferences like Internet World, Medientage München, Medienforum NRW, E-Commerce Summit, E-Metrics Summit and Mobile Monday.

Ever since he got his first Mac in 1990 Ossi has been among the "Mac Faithful". And whenever he's not working he likes to spend his time outdoors and in the mountains, preferably in India.