

# ❖ CURRICULUM VITAE



## Personal Data

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WIKIPEDIA [https://de.wikipedia.org/wiki/Hans\\_Ippisch](https://de.wikipedia.org/wiki/Hans_Ippisch)

## WORK EXPERIENCE

Since 2022 holoride GmbH (Audi AG subsidiary), Munich, Germany  
**Principal**

2018 - 2022 Intellivision Entertainment, Nuremberg, Germany/ Irvine CA  
**Managing Director**

2017 - 2019 Marquard Media Group AG, Zürich, Switzerland  
**Member Group Management Board**  
In charge of the activities in Germany, Poland, Hungary

1992 - 2019 Computec Media (100% subsidiary Marquard Media Group)  
**Editor in Chief/ Publishing Director/ Commercial Director/ COO/ CEO**

1986 – today HAIP Software GbR  
**Founder/ CEO**

## CURRENT POSITIONS

Since 05/2022 Principal, holoride GmbH (Munich, Germany)

Since 03/2023 Lecturer at Mediadesign University of Applied Sciences (Germany)  
Game Design: Prozess Management

Since 06/2020 Professor Game Publishing at Link Campus University (Rome, Italy)  
Innovative Technologies: Game Publishing

## PREVIOUS POSITIONS

2019 - 2022	Managing Director Intellivision Entertainment Europe GmbH President European Operations Intellivision Entertainment LLC
2014 - 2019	CEO/ Managing Director Computec Media GmbH  Managing Director 4Players GmbH Server & Cloud-Business Managing Director Golem Media GmbH Online-IT-Portal Managing Director Aruba Events GmbH Conference-Business Managing Director CMS Media Services GmbH Sales & Marketing
2011 – 2014	Chief Operating Officer Computec Media
2009 – 2011	Publishing Director Computec Media
2005 – 2009	Commercial Director Computec Media
2000 – 2005	Editorial Director Computec Media
1992 – 2000	Editor in Chief Computec Media
1991 – 1992	Freelance Writer Computec Media

## EDUCATION

2017	<b>Oxford Saïd Business School, Oxford</b> Oxford High Performance Leadership Programme Leadership, Change-Management, Strategy, Relationship Management
2017	<b>Boston Business School, Stuttgart</b> Personality-Training für Executives
2017	<b>INSEAD Business School, Fontainebleau, France</b> Blue Ocean Strategy Programme
1990 - 1993	<b>Intermedia Examination Economics Science</b> Friedrich-Otto-Universität Bamberg
1989 - 1990	<b>Military Service at Panzer Grenadier Battalion 112, Regen</b>
1980 - 1989	<b>Gymnasium Zwiesel (Abitur)</b>
1976 - 1980	<b>Grundschule Regen</b>

## EXTERNAL ACTIVITIES

2018 - 2020	<b>Member of the Board VZB</b> , Verband der Zeitschriftenverlage in Bayern
2017 - 2019	<b>Member Advisory Boards</b> “devcom Game Developer Conference”
2015 - 2019	<b>Chairman of The Board Media Committee</b> , Funding FFF Bayern

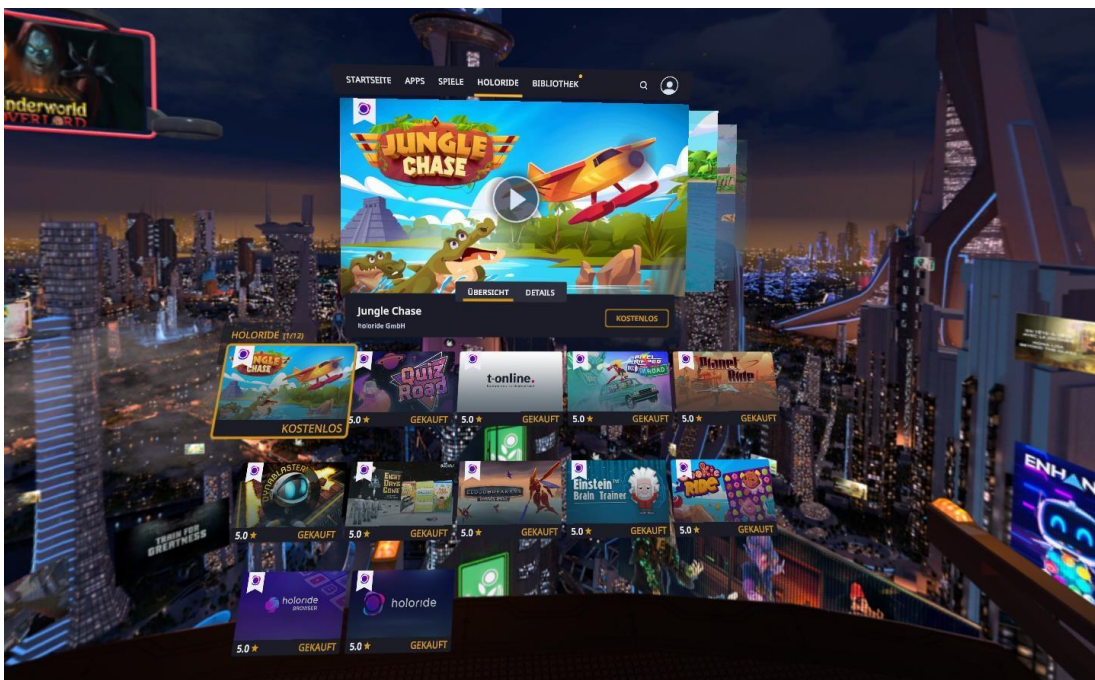
## HIGHLIGHTS

holoride GmbH, Munich/ Germany (Audi AG spin-off)

Since 2022: Principal

Responsible for the development of the complete launch portfolio of holoride (including scouting, QA, pitching and creating new IPs) within 7 months (Launch: November 2, 2022) and the content strategy including immersive games, edutainment, casual experiences, news-streaming, productivity and wellbeing. Supervising the VR content development for holoride, the world's first platform for motion- and location-aware in-vehicle experiences.

Procurement of funding: EU Commission and German ministries (600k EUR)



Development of 18 holoride Apps: IP selection, concept approval, studio selection (Brazil, USA, Germany, Austria), development with daily coordination with board (CEO, Co-Founders):  
Cloudbreakers (Schell Games, US; Superconductor (founded by the Russo Brothers (Marvel Endgame))  
Pixel Ripped 1995 (Arvore, Brazil)  
Einstein Brain Trainer (BBG, Germany)  
Dynablaste (BBG, Germany)  
Bookful-Series (Inception, Tel Aviv)  
holoride Browser (WastedStudios, Germany)  
Planet Ride (New IP for holoride, developed by local contractors)  
Cookie Ride (New IP for holoride, developed by local contractors)  
QuizRoad  
t-online News (News-Streaming)  
Jungle Chase (New IP for holoride)  
holoride Cinema (powered by maxdome)  
holoride browser+  
BeatRider

Responsibility for full localization (EFIGS) and QA; Representation and keynote speaker at international game fairs: GDC (USA), DEP (Germany) and representative at GAME Verband, Germany

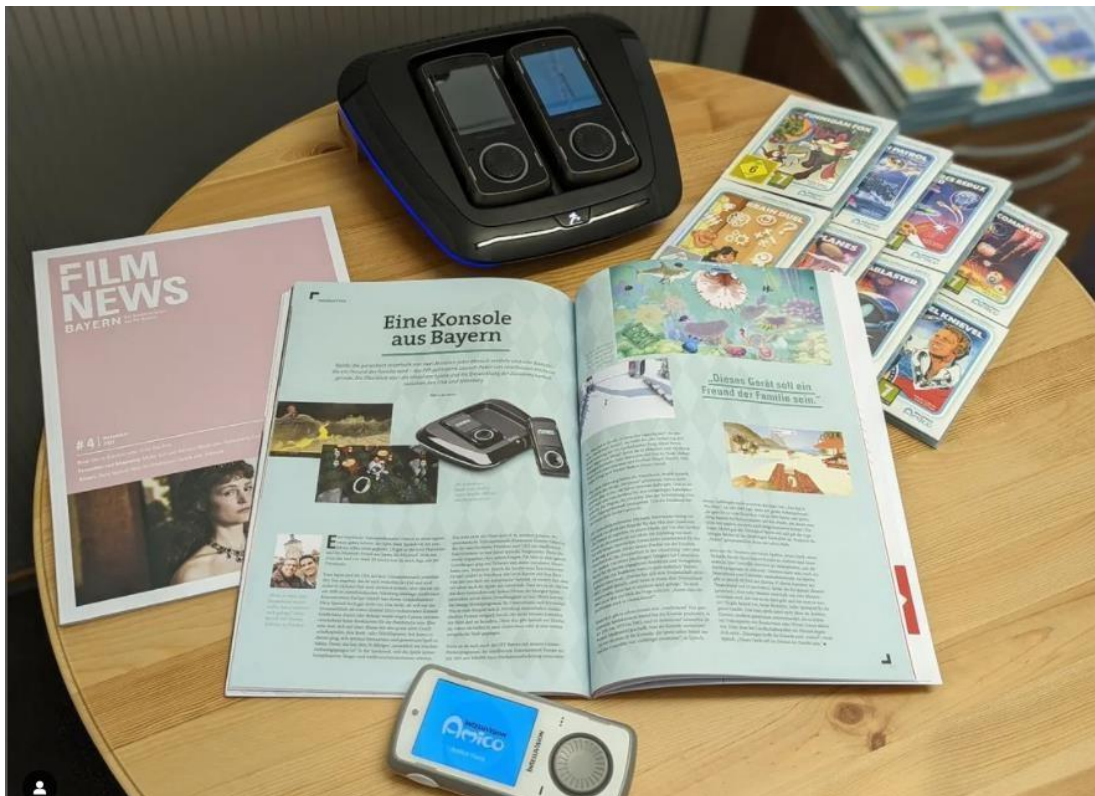
# Intellivision Entertainment

2019 - 2022 President European Operations Intellivision LLC  
Founder & MD Intellivision Entertainment Europe

**Member of the global executive team developing the "Intellivision Amico" family entertainment console: design, hardware, software. Independent development of the European division (sales and marketing) and creation of independent subsidiary from scratch. Procurement of funding from the EU Commission and German ministries (1,6M EUR)**

Development of more than 20 exclusive Amico games in Europe: IP selection, concept approval, studio selection (Germany, Denmark, Italy, England), management of development as Executive Producer with daily coordination with US board (CEO, CTO, Art Director): Moon Patrol, Pong, Shark! Shark!, Biplanes, Pool, Skiing, Finnigan Fox and many more.

- Responsibility for complete development and manufacturing of worldwide physical games products in Europe: packaging, RFID card, coin, 3D card, assembly, logistics
- Responsibility for full localization (nine languages) of all Intellivision products: games (text, voice output), packaging, manuals, websites, advertising,
- Representation/ presentation/ keynote speaker at international game fairs: E3 (USA), GameRome (Italy), Game On (Lithuania), devcom (Cologne) and many others.
- Procurement of funding for game development: around USD 1,6 million from FFF Bayern/ Freistaat Bayern, Federal Ministry, City of Nuremberg, etc.



## Computec Media

**2009 - 2018: Operative Responsibility as CEO/ COO/ Publishing Director**  
**Digitalization & Transformation from a classic Print-Publisher to Europe's leading Print-, Online- & Event-Media-Company for Gaming, IT, CE with a reach of 10 Mio. readers (Online, Print), 200 employees at five locations (Fuerth, Berlin, Hamburg, Munich, Cologne)**  
**Growth of Digital Revenues Share from 8% in 2009 to 50% in 2018**  
**Expansion Reach Online-Business from 1 million to 8 million Unique User**

### **Founding of New Business Segments**

- Conferences (Devcom, Quo Vadis, DEP)
- Corporate Publishing (Saturn, Media Mark, koelnmesse)
- Co-Publishing of Games (Shakes & Fidget, Reborn Horizon a.o.)
- Establishing of enduring, successful E-Commerce-Partnerships

### **Radical Restructuring-Programs in 2009/ 2013/ 2017**

Noiseless Cutback of 30% of Staff (100 of 300 Employees)

### **M&A: Responsibility and Implementation of all Acquisitions**

Finding Targets, Negotiation, Signing, Integration. Financing through free cashflow

2016	Making Games (IDG Verlag/ Webedia)
2016	Areamobile AG, Berlin
2014	Aruba Events GmbH, Cologne
2014	Medialinx AG, Munich
2013	4Players GmbH, Hamburg (from Freenet AG)
2012	LiveEmotion GmbH, Munich
2011	Golem Media (Holtzbrinck AG)
2010	Gamezone (Code Zero AG)

### **2005 - 2009 Operative Responsibility as Commercial Director**

#### **Building and Expansion of new revenue-streams:**

Native Advertising/ Content Advertising  
Games-Publishing/ Games-Co-Publishing  
Corporate Publishing  
Establishing Affiliate-Business in Gaming-Segments

### **1992 - 2005 Operative Responsibility as Editor in Chief**

**Building from the scratch: Germany's leading Gaming- and Anime-publisher with sales figures up to 700.000 copies per month & 3M readers**

2002	Kids Zone Fun & Action
2001	Girls Zone
2000	Kids Zone
1999	XBOX-ZONE
1998	PlayStation Zone (first officially licensed PlayStation CD)
1997	N-ZONE
1993	Sega Magazin
1992	Amiga Games



1987  
2024



Games, Magazines, E-Commerce, Conferences, Streaming-Apps, News, Education & more

- |    |      |   |    |      |                                     |
|----|------|---|----|------|-------------------------------------|
| 1  | 1987 | Soldier! (C64)                                | 31 | 2020 | SNAFOO (Intellivision)              |
| 2  | 1987 | Pure Seed (C64)                               | 32 | 2019 | Biplanes (Intellivision)            |
| 3  | 1988 | Bad Cat (C64)                                 | 33 | 2019 | Cornhole (Intellivision)            |
| 4  | 1988 | Danger Freak (C64, Amiga)                     | 34 | 2019 | Farkle (Intellivision)              |
| 5  | 1989 | AIDON (C64)                                   | 35 | 2020 | Pool (Intellivision)                |
| 6  | 1989 | Rock'n Roll (C64)                             | 36 | 2020 | Brain Duel (Intellivision)          |
| 7  | 1991 | Kangarudy (C64)                               | 37 | 2020 | Dynablaster (Intellivision)         |
| 8  | 1992 | Ugh! (C64)                                    | 38 | 2020 | Finnigan Fox (Intellivision)        |
| 9  | 1992 | Amiga Games (Print+Disc)                      | 39 | 2020 | Flying Tigers (Intellivision)       |
| 10 | 1993 | Kangarudy II (C64)                            | 40 | 2021 | Soccer (Intellivision)              |
| 11 | 1993 | Sega Magazin (Print)                          | 41 | 2021 | Rigid Force Redux (Intellivision)   |
| 12 | 1997 | N-ZONE (Print+Disc)                           | 42 | 2021 | Space Strikers (Intellivision)      |
| 13 | 1998 | PlayStation Zone (Print+Disc)                 | 43 | 2022 | Cloudbreakers (holoride)            |
| 14 | 1998 | Games and More (Print)                        | 44 | 2022 | Cookie Ride (holoride)              |
| 15 | 2000 | Kids Zone (Print)                             | 45 | 2022 | Einstein Brain Trainer (holoride)   |
| 16 | 2001 | Girls Zone (Print+Gadget)                     | 46 | 2022 | holoride Browser (holoride)         |
| 17 | 2002 | XBOX-ZONE (Print+Disc)                        | 47 | 2022 | Bookful Girls with Guts (holoride)  |
| 18 | 2002 | Kids Zone Fun & Action (Print+Gadget)         | 48 | 2022 | Bookful T-Rex (holoride)            |
| 19 | 2002 | Offizielles Xbox Magazin (Print+Disc)         | 49 | 2022 | Bookful Peace of Advice (holoride)  |
| 20 | 2006 | Xbox 360: Das offizielle Magazin (Print+Disc) | 50 | 2022 | Dynablaster (holoride)              |
| 21 | 2009 | Shakes & Fidget (Browser)                     | 51 | 2023 | Planet Ride (holoride)              |
| 22 | 2010 | Reborn Horizon (Browser)                      | 52 | 2023 | Pixel Ripped 1995 (holoride)        |
| 23 | 2012 | On the Run (iOS, Android)                     | 53 | 2023 | t-online News (holoride)            |
| 24 | 2014 | Games TV 24 (iOS, Android)                    | 54 | 2023 | QuizRoad (holoride)                 |
| 25 | 2017 | Making Games Conference                       | 55 | 2023 | Bookful Eighth Days Gone (holoride) |
| 26 | 2017 | devcom (conference)                           | 56 | 2023 | Jungle Chase (holoride)             |
| 27 | 2019 | Moon Patrol (Intellivision)                   | 57 | 2023 | holoride Cinema (holoride)          |
| 28 | 2019 | Intellivision Skiing (Intellivision)          | 58 | 2023 | Star Racer (holoride)               |
| 29 | 2019 | Pong (Intellivision)                          | 59 | 2023 | holoride browser+ (holoride)        |
| 30 | 2019 | Shark! Shark! (Intellivision)                 | 60 | 2024 | Beat Rider (holoride)               |