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# WHO THE F\*\*\* IS FOZZY?

## A companion at Innovationsmanufaktur answers ...

**Fozzy, what do you want to do tonight? The same thing we do every night – try to take over the world!**

Can you deny a longtime friend, business partner, and companion in many adventures writing a few lines about him? No, although it is not an easy task: Fozzy is too multifaceted to fit into a few lines, and he is too much in the midst of life to be adulated in any sort of obituary. "Don't think in terms of problems, but solutions," would be Fozzy's objection at this point. Having said this, here is a "lifeituary" as admittedly insipid foretaste of El Capitan ... the dynamics and the joy of skiing in fresh powder can hardly be described, or the pressure and the verve of a metal band can only be experienced live in the front rows – and just as difficult is it to describe Fozzy: You have to experience him!

I met Fozzy, big in stature as well as in mind, in the late nineties at the University. He had set his mind to creating a link between technology, systematic approach to product development, and his passion for sports and movement generating something completely new. This vision immediately fascinated me and propelled me away from a mechanical engineer's daily grind. Fozzy literally lead me on a slippery slope – the optimization of Christoph Langen's gold medal bobsled for the 2002 Winter Olympics in Salt Lake City was one of our first successes!

In the subsequent years, we successfully tackled various projects and challenges with a lot of fun and joy at work, started up a terrific company, and established ourselves as first choice for the design and implementation of innovations, against all odds. That would not have been possible without the commitment of our employees and the support of many partners and friends, but most of all it was Fozzy's momentum which pushed us to excellence. With heart, mind, and wit he shows us how a sustainable and holistic view can help us in thinking ahead and shaping a livable future. Fozzy IS innovation!

His approach has been published by Springer as holistic bible "Holistische Innovation", information on current topics and projects can be found on the website of Innovationsmanufaktur ... but anyway, you best just approach him and spend a good time with him: talking, laughing, exercising, relaxing, enjoying an intense red wine or a steak, or at least taking a little trip – he's up for anything!

*Ingo P. Valtingoier (CFO Innovationsmanufaktur GmbH)*

## External friends and partners answer ...

Fozzy – inexplicable but nonetheless successful.

*Dr. Martin Schreiner (Director of Mobility Management at Munich City Hall)*

Creative disobedience as mark of credibility of real innovation.

*Andreas Huber (Olympic base Munich)*

Fozzy always says: Don't forget holism. How this works is hard to say, so all of us have to work hard but after five, six glasses of wine, we at least look holistic. Fozzy is mostly content with this and opens the next bottle of wine. Therefore, I think holism has got something to do with fun and being slightly drunk. In any case, Fozzy is the best; he doesn't need a new branding!

*Charly Waibel (Head Coach alpine skiing)*

Zu Onkel Zoffy, äh Onkel Fozzy: "Ein schickes Hemd geht immer" bzw. "A saubas Hemadl gähnd oiwei". Oder: "Quality never goes out of style"

*Susanne Fischer (Ex-Head of Marketing ISPO)*

His creative appetite for innovation and his exuberant imaginativeness enable his intellectual flights of fancy – the IM-team has its feet firmly on the ground so visions become successful projects.

*Ute Vidal (CEO Vios Medien)*

I don't know anybody who knows so many people, can bring them together, get them to talk and at the same time makes sure they really understand each other. A real holistic!

*Peter Spitzenpfeil (Faculty of Sports Technische Universität München)*

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## Fozzy's life speaks for itself ...

Prof. Eckehard Fozzy Moritz, director of Innovationsmanufaktur has been occupied with the topic of "innovation" since he started his studies in Mechanical Engineering at the Technische Universität München. 1994, he received his doctorate from the Tokyo Institute of Technology; his thesis was about a comparison of product innovation in Japan and Germany. Between 1996 and 2002, he directed the innovatop e.V. – a center for cooperative and interdisciplinary innovation research. Currently, he is director of Innovationsmanufaktur GmbH – a successful Munich based enterprise masterminding, moderating, and facilitating innovation projects for public sponsors and foundations. Fozzy and his business are consulted by clients like BMW, BASF or Volkswagen as well as government agencies in Germany, Italy, Spain and Mexico concerning the establishment of an innovation facilitating infrastructure. EU research projects are also a big part of Innovationsmanufaktur's portfolio. Fozzy holds an honorary professorship from Qufu University, China, and is adjunct professor at the Universidad de las Américas, Puebla, Mexico. Prof. Moritz has been chairman of the 6th World Conference of the International Sports Engineering Association, and has been teaching and consulting at universities in 27 countries world-wide. He is author of the book "Holistische Innovation", Springer-Verlag 2009, in which a new methodology to deal with complex innovation challenges is introduced.