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Short biographies of etoy.AGENTS

etoy.ZAI (artist/professor, Swiss) is one of the co-founders of etoy and serves as Chief Executive Officer (CEO) since 1996. He was principally involved in the planning and production of the «digital hijack» in 1996, «TOYWAR» in 1999/2000, etoy.DAYCARE and MISSION ETERNITY. etoy.ZAI holds a master's degree in visual communication from the University of Applied Arts, Vienna. He worked as an anchorman for the Swiss National Television (SF-DRS), and in 1992 he co-founded HIRN-lein, a telephone entertainment company. Beyond his commitment for etoy.CORPORATION, etoy.ZAI is professor of the media & interaction design unit at ECAL (University for Art and Design in Lausanne).

etoy.MONOROM (artist/designer/web developer/teacher) is Chief Technical Officer (CTO) of etoy.CORPORATION and responsible for style. She is a member of the board of etoy.CORPORATION since 2003. Miss Monorom was principally involved in the production of TOYWAR in 1999/2000, etoy.DAYCARE and MISSION ETERNITY. She led the implementation of the etoy.SHAREVALUE-SYSTEM in 2001 and introduced etoy.INTERNAL-AFFAIRS. etoy.MONOROM runs intensivstation.ch (valid code design studio) and monorom.com, teaches web publishing and collaborates as a partner of BITFLUX. Before becoming a geek, she worked as an advisor and project manager in the fashion industry (clients included Vivienne Westwood, Lybertis London, Fabric Frontline).

etoy.SILVAN (software engineer, Swiss) provides code on demand, contributes to the advancement of etoy.CORPORATION's high-level knowledge management tools, and enables the smooth transitions of digital art within the etoy.UNIVERSE. He is responsible for the development and implementation of the MISSION ETERNITY ADMISSION FORM and the MISSION ETERNITY LED DISPLAY SYSTEM CODE. A cabinetmaker by training, etoy.SILVAN graduated from the University of Art and Design in Zurich specializing in new media. His professional experience as a software developer in Switzerland and India includes content management, groupware, and web application, most of which are licensed as free software.

etoy.HAEFLIGER (economist, Swiss) is responsible for investor relations (etoy.SHARES, public relations) and chairman of etoy.CORPORATION SA. He conducts research and teaches at the Department of Management, Technology and Economics at ETH Zurich, Switzerland, focusing on technology-driven innovation in software and entertainment. Prior to joining etoy.CORPORATION, he built up hedge fund research for a small Swiss private bank. etoy.HAEFLIGER holds a doctorate degree (Dr. oec.) from the University of St. Gallen, Switzerland.

etoy.GRAMAZIO (architect/professor, Italian and Swiss) is one of the founding agents of etoy and serves as president of the etoy.VENTURE association. He was principally involved in the production of the «digital hijack» in 1996, and «TOYWAR» in 1999/2000. Beyond his commitment for etoy he runs the architectural firm GRAMAZIO & KOHLER and has built sWISH, the IBM pavilion at the Swiss national exhibition as well as the Christmas illumination for Bahnhofstrasse in Zurich. etoy.GRAMAZIO holds a master's degree in architecture from ETH Zurich. In 2005 he was appointed professor for computer controlled production processes in architectural design at ETH Zurich.

etoy.VINCENT (chemist, Austrian, German and American) is a system administrator and software toolsmith for etoy.CORPORATION. He implemented the interactive etoy.HISTORY/ etoy.CHART in 2005 and is responsible for the development of the MISSION ETERNITY ANGEL APPLICATION. His Ph.D. in computational chemistry from ETH Zurich dealt with the design and application of advanced methodology in biomolecular simulation.

etoy.KUBLI (lawyer, Swiss) operates as a legal in-house council and board member for etoy.CORPORATION SA. He is a founding of etoy and served as vice president of etoy.VENTURE association from 1998 to 2004. etoy.KUBLI was involved in the production of the «digital hijack» in 1996 and «TOYWAR» in 1999/2000. He holds a master's degree in law from the Universities of Zurich and Geneva, and beside his involvement in etoy.CORPORATION, he worked at the criminal chamber of the Zurich Supreme Court and opened up his own law firm in 2004.

etoy.BEN (researcher, German) is etoy's Chief Financial Officer (CFO). He conducts research at the Department of Informatics at the University of Zurich, Switzerland, focusing on IT sourcing and knowledge transfer. Prior to joining etoy he worked at Microsoft's Switzerland office as well as at the European offices in Paris in technical consulting, marketing and program management roles. etoy.BEN is founding member of the European Institute of Participatory Media and advises a start-up company. He holds a master degree in computer science and business administration from the University of Zurich. etoy.BEN has lived in Germany, Mexico, Guatemala and Switzerland.

etoy.POL (software consultant, LUX) supports the development of the MISSION ETERNITY ANGEL APPLICATION and oversees etoy's remote data infrastructure that is used for targeted stakeholder communication. etoy.POL joined the firm in 2005. He works as a software consultant in Berlin.

etoy.STAMBERGER (database architect, Swiss) is the main etoy.LOGISTICS-AGENT and active in the food & beverage management sector. He is responsible to coordinate global cargo container transfer operations involving intercontinental cargo vessels, railway networks, trucks and cranes. An internet pioneer and database professional running his own company, etoy.STAMBERGER is an active observer of the geek culture since 1990.

etoy.NEWTRON (IT professional, Austrian) joined etoy.CORPORATION in 1999 as a 3D renderman and one of the first TOYWAR soldiers. Since 2000 he is a sound engineer and information infrastructure manager for etoy. He works as a product manager for Eunet, an alliance partner of etoy.CORPORATION. As an expert in web design and database development, etoy.NEWTRON was involved in web-related marketing projects and has experience in the management of network maintenance and IT security.

etoy.MAKI (interaction designer, Swiss) studies Interaction Design at the School of Art and Design Zurich and interns with etoy.CORPORATION in 2007. As a nascent expert in merging mankind with technology, MAKI supports the company in designing and building interactive installations for MISSION ETERNITY. He provides reliable ground crew services by managing construction sight hassles such as fixing bugs, both human and technological.

etoy.ROCKET (entrepreneur, Swiss) is responsible for ground control including food & beverage management. He caters to etoy.CORPORATION's technically and socially demanding international events and network infrastructure as well as to conceptual operation planning. A programmer and web entrepreneur, etoy.ROCKET is active in the global retail industry and partner in a mobile and web game business.

etoy.BALMER (art manager, Swiss) holds a master's degree of advanced studies in arts management from the University of Basel. Prior to joining etoy.CORPORATION, he directed the Kulturhallen Dampfzentrale Berne for 12 years – a center of contemporary culture.

etoy.MAX (web designer, Swiss) joined etoy in 2005 and maintains important archive material. etoy.MAX was a comic author, fanzine producer and musician in the punk underground movement during the 80s. He is educated in fine arts, CAD and web design and works in Lausanne.

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