

Category A1: Ronny Roskosch, Cayago AG

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BIOGRAPHY

I, Ronny Roskosch, born near Frankfurt, Germany in 1969, the younger of a two-child family, am married and have 3 incredible children.

Diving came into my life at the age of six, when, magic wise, the Sunday TV news turned into my private space, back then only on TV and in my dreams, watching the father of scuba diving on his underwater Journeys, the legendary Jacques Cousteau, documentaries which changed my life into exactly what I've been looking for, dedicate and spend the rest of my life with diving and the nature of a silent and fascinating world, the underwater world.

Years later, at the age of fourteen, and after gaining sufficient credits home to do so, the so long expected day arrived, to BE a Diver. It definitely confirmed my expectations and my decision to take the road along the Diving Industry.

Since these days, a nonstop ladder was climbed till today to achieve nothing less than 30 years in the diving Industry. My Saturation Diver carrier and Business Degree education had set the key to my today's success. Almost 9000 working hours on all size of vessels and off shore rigs gave me aquatic and technical abilities and a sixteen-year CEO and owner position in my underwater ship repair and off shore installation company the knowledge to combine within the today 5 Star Dive Resort with actual location in one of the best diving destinations in Europe, founded in 1992. The Dive Resort offers today four main columns; Scuba Diving, Free Diving, Handicapped Diving and Technical Diving. Today, I am on board as co-owner, consultant and committee chair.

Also, as Executive Director at the Deep Quest Institute (ex IAFD) since more than 7 years, milestones within the FreeDiving Industry was set within the past many years and a completely change on the point of view into FreeDiving was achieved.

Project managing of ambitious world record setting for elite FreeDiving legends such as Pipin Ferreras, un-countless events, production projects of documentaries, movies and activities with our industry has been achieved. 3 years ago, my career has been topped with the incredible project for the German High Tech DPV manufacturer, Cayago AG, and the Seabob, the world fastest underwater sled in the world. As Consultant Executive for the Diving

Division, a new challenge turned up to intergrade my 30 years' experience within the Diving Industry and this product.

Since 2014, I am participating proudly within the Research Committee of the DEMA Association.

Many other activities, projects, companies, partnerships, joint ventures, etc., related to my experience in the Diving Industry and my company, which gave me additional support and knowledge in many other aspects, has been developed during the past many years, but cannot stop, as big challenges ahead.

POSITION STATEMENT

Within DEMA, a clear BOD structure is settled up with categories splitting the Universe of Divers, which offers a whole pool of services and products. DEMA is today the most important and most powerful tool to lead the different industry players and columns into a sustainable future, but need a global thinking, acting and approach towards both, pro's and consumers.

It is not only important to have professional presence and top standard Resorts worldwide which offers an all in one hand service and product range, it needs to match the image given by manufacturers, training agencies and other players in the industry, living the experience on site Diving Centers and Resorts with the promise from the interest till the diver comes back one more often time.

Today's fast flow information and web presence of products and service providers, converts this to divers often into a jungle and more often into an adventure. Entry levels have no chance to compare a quality standard with excellence of service and product.

Our industry need urgent professionals attending watersport enthusiasts, which should be pinned to top on our To Do list.

New tools and combined actions and activities (Scuba, Handicapped, Free, and Technical Diving) are necessary to gain back all the lost potential divers and make the Industry into a clear destination for all the family, the actual and future divers, there upcoming consumers trends and lifestyle.

Cross collaborations within other Industries are important, like financial, telecommunications, outdoor, etc. in order to reach a wider range of potential customers and become diving into something common in different modes on reaching targets.