

Short profile

Peter Hossli connects the dots; he sees the big picture and enjoys the complexity of diverse professional and cultural settings. He is a communicator with strong leadership experience who can provide sound solutions as part of a team. He is quick to recognize economic and societal trends and implement appropriate strategies in his work. He is used to working internationally and meeting high quality standards. His writing is excellent, and he is fluent in both German and English.

Journalism

Editor at Large *Blick Group*

Since September 2011: Head writer at Switzerland's largest news organization. Feature stories, investigative journalisms, interviews, covering the US election.

Chief editor *the collection*

2010 – 2011; Founder and chief editor of *the collection*, a global iPad magazine from Ringier AG available in German, English, and Chinese. Developed and co-ordinated teams in Vietnam, New York, Lausanne, and Zurich. Contracted freelance reporters and photographers, conceptualized short documentary films, and organized reports in the United States, India, the United Kingdom, South Africa, and Canada. Prepared multimedia content for iOS devices with HTML5, Rubbing, 3-D, and Motion Sensitivity formats. Conceptualized and wrote advertisements, conducted video interviews, and oversaw global marketing. Responsible for budget management.

Senior Reporter, *SonntagsBlick Magazin*

2009 – 2011: Feature interviews, commentary, analysis, news stories, and feature stories for *SonntagsBlick Magazin*, the weekly magazine of Switzerland's largest newspaper. Stories sold in Switzerland, the United States, South Korea, Namibia, Madagascar, South Africa, and the United Kingdom. Regular contributor to the business desk at the BLICK newsroom. Focus on the financial industry and cross-border business.

Freelance Foreign Correspondent

1998 – 2009: Hundreds of feature interviews and stories covering the diversity of the United States, with strong focus on the financial industry and business. Articles have been published in various languages in major magazines in Switzerland, Italy, Germany, Holland, Spain, Russia, China, Mexico, Brazil, Malaysia, Hong Kong, and Singapore. Writing includes many cover stories.

CASH – Switzerland's Business Magazine

2000 – 2007: US Business Correspondent based in New York. Investigative, political, business, and technological reporting and writing for Switzerland's leading business publication. Conducted in-depth interviews with business and political leaders. Financial analysis of many Fortune 500 companies. Gave investment advice. Special coverage of 9/11 and its aftermath. Coverage of two US presidential elections. Numerous cover stories.

FACTS – Switzerland's News Magazine

1998 – 2000: US Correspondent based in New York. Feature stories, commentaries, and political and lifestyle reporting with a focus on cultural differences between Europe and the United States. Many breaking news and cover stories.
1995 – 1998: Founding staff member and head of film desk in Zurich, Switzerland. Co-ordinated film reporting, writing, and editing. Additionally wrote for news, business, media, and foreign desks. Numerous cover stories. Editor and developer of Facts-Chat, Europe's first interactive online news show.

New Media / Business / Teaching

Ringier Journalism School, November 2011 Lecture on "How to write a feature story"

VDZ Akademie Mobile Media 2011
All Around Tablets, Apps & Co, June 2011 Lecture on "*the collection* – A New Tablet-Only Magazine"

Freitag on Thursday, September 2010 Lecture on "What is good journalism?"

Hossli.com	2000 – present: Editor and designer of website that distributes content to international news organizations. Over 30,000 unique monthly visitors viewing an archive of more than 600 published articles.
Spinspot.com Inc.	2000 – 2001: CEO of Internet start-up business. Developed idea and received commitment for US\$6 million in funding.
Web 2.0 Consulting	2007 – 2008: Developed and implemented an internal communication tool for large Swiss private equity firm.
Mediabistro	2005: Teaching journalism: “How to be a Foreign Correspondent”

Other

Fantoche Swiss Animation Film Festival	1993 – 1998: Co-founder, co-director, organizer, fundraiser, and media director. Oversaw a core staff of 10-15 people, up to 50 people during the festival. Established Fantoche as one of the leading animation film festivals in the world. Curated various programs with European, American, Japanese, and South African films. Editor of festival catalogue and website.
Freelance Work While Studying	1989 – 1995: Freelance journalist for a variety of Swiss and German news organizations, including, radio, print, and television outlets. Ghostwriting work, including the autobiography of German filmmaker Erwin Leiser. Documentary film for Swiss National Tourist Office.

Education

Zurich University	1996: Master of Arts in History, Cinema Studies, Journalism, and Media Studies. Master thesis: “Oscar Micheaux and Early Black Cinema”. Research for thesis at New York University.
New York University	1992: “Directing Film”; 1999 “Producing the Documentary”, 2001 “US Law and Methodology”.
Languages	German: native Speaker; English: written and oral fluency; French: oral working knowledge; Spanish: basic understanding; Latin: higher degree.