

openBC appoints Chief Networking Officer

Hamburg - January 17, 2006 - openBC creates a new position born out of the growing importance of business networking. Udo Hamm joins openBC as Chief Networking Officer (CNO) and will be applying his proven networking skills to the full benefit of one of the world's leading global business networking communities.

His official job description as the new CNO and Head of Community Development at openBC involves the building of communities based around affinity and encouraging existing communities to take advantage of openBC's services. Hamm will promote openBC to targeted communities around the globe, communicating the indispensable benefits, such as access to the existing global membership base and contact with a large number of decision-makers and opinion leaders. Hamm's first mission will be to oversee the launch of the "Networking Universities": openBC will soon be providing networking seminars together with local training companies on a worldwide scale.

Udo Hamm is looking forward to the new challenges that await him in the next phase of his impressive career path: "At openBC there is a whole new world to conquer. It will be a fascinating mission with tremendous opportunities for innovation and development," he predicts.

Hamm joins openBC from his post as Executive Director and Head of Business Development at UBS Wealth Management Americas, a division of UBS, one of the world's leading financial firms. As well as specialising in the identification and recruitment of target groups and communities, he was also responsible for designing and implementing the first ever systematic prospecting management system for private banking.

A company has much to gain from its own professional, in-house networker. By employing a Chief Networking Officer, companies acquire their CNO's contacts and social skills at the same time – saving invaluable time. Companies usually seek new business on a 1-to-1 basis. A professional networker markets their product or service by means of a 1-to-many approach, reaching many people with just one phone call, email or meeting. The secret: striking up and maintaining relationships with key decision-makers and opinion leaders in the fastest possible way and persuading them of the merits of a product or service, who then in turn convince a larger group of secondary contacts.

Udo Hamm is globally connected with a wealth of business contacts spanning from Argentina to Zambia - the ideal qualification for a CNO!

About openBC - openBC is one of the world's foremost global online networking communities offering professional and secure contact management. The company's stringent security and anti-misconduct measures ensure safe networking, contact management and encrypted messaging. The Open Business Club's innovative networking and communication technologies are currently available in 16 languages, including English, Spanish, French, Dutch, Russian, Japanese and Chinese. With members in over 200 countries, openBC offers a truly global reach.

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