

ANDREAS O. LOFF



**Creator
Storyteller**

Podcast Host & Producer

Andreas O. Loff is a creative professional, podcast producer and host. He is one of the most prominent voices in the German-speaking world when it comes to generative artificial intelligence. Not because he explains technology in abstract terms, but because he has been using it in practical ways for many years: as a tool, as creative material and as a new form of storytelling. He combines an artistic eye, entrepreneurial experience and digital curiosity with the ability to make complex developments understandable and tangible. His central message: artificial intelligence has long been part of our present. The crucial question is therefore not whether we engage with it, but how.

His path to this point has been unusual. After training as an aircraft mechanic, Andreas O. Loff (*1973) initially worked as a flight attendant before entering the early world of the internet and agencies in the mid-1990s. This was followed by roles as a web designer, creative director, entrepreneur, consultant, manager and managing director. As early as the early 2000s, he was working on semantic email analysis and natural language processing systems – long before generative AI became a mass phenomenon.

In 2018, he launched his podcast “Das Ziel ist im Weg” and founded Ponywurst Productions. Today, the company produces podcasts, films, visual concepts, campaigns, workshops and consultancy formats in the fields of storytelling, moving images, technology and artificial intelligence. His AI-powered films and visual works have attracted attention both nationally and internationally. Clients and partners such as ARD, ZDF, NATO, ProSieben, Florida Entertainment, Roland Berger and numerous advertising agencies place their trust in his work. In addition to his work as a writer and producer, Andreas O. Loff hosts the podcasts “Das Ziel ist im Weg”, “Richard, wo erreiche ich dich?” and “Ich hab dich trotzdem lieb”. Since 2019, he has also been a regular member of the cast in Micky Beisenherz's stage show “Apokalypse & Filterkaffee”. With his SPIEGEL bestseller “Das geht nicht mehr weg – KI in der Welt von morgen” (It's Here to Stay – AI in Tomorrow's World), he has created a personal and accessible approach to a technology that is already noticeably transforming business, communication and creativity.

In his talks, Andreas O. Loff discusses not only tools and technical developments, but also attitudes, responsibility and the social consequences of technological change. His approach is pragmatic, humorous and human. He demonstrates why the greatest danger in dealing with AI is not the machine itself, but our own passivity.

Topics (Selection):

- But it's not so good when it comes to hands yet... How AI imaging is transforming the media world
- Marketing with artificial intelligence
- Fear of AI – Why we often fear AI before we understand it