

IAM Board Application of Johannes Mallow (38)

(I want to run for both, an open seat and a continental seat.)



Short biography:

I first entered the memory community in 2004. Since then I have participated in over 50 competitions all over the world. I also organized multiple tournaments in Germany, including the German Open 2018, in my hometown Magdeburg in the north part of Germany. I went here in 2001 for my studies in Information technologies. From 2007-2014 I worked as a researcher in the field of medical engineering at the Otto-von-Guericke University Magdeburg. Since 2015 I'm self employed as a memory coach. Still I concluded my work at the University in 2016 by successfully finishing my PhD thesis. As a memory coach I worked with many people in one-on-one coaching's to help them with their studies or to become a better memory athlete. Furthermore, I regularly give seminars and speeches about memory techniques at events for companies or educational institutes. Mostly I enjoy working with children. Thus, I want to expand my activities in this field in the near future.

Motivation

I run for the board because I want to participate in the development of our beloved sport. I support the IAM since the beginning from the sideline and I'm excited to write these lines, because this is really something special in the memory world. I believe in democracy, even I know that it definitely has its weaknesses. The IAM is the only memory sports organization that gives everyone the chance to participate in running and developing it. The people who run the IAM are supported by the members of the IAM with their votes. Sounds normal? Not in the memory world. Here it is unique. I want to be a part of this uniqueness.

Going digital in the classical memory tournaments is another huge step forward. The organizers of the "Memoriad" have shown already in 2008 that this is achievable, while others in charge were just talking. Digital is real and digital is a huge chance for the sport. It gives us the opportunity to watch memory tournaments live from all over the world. There is the potential that the audience can even watch us while memorizing and recalling. The "Memory League" format has shown that this makes a huge difference. Watching 100 people starring on papers will never attract big media and without media there will be no sponsoring and no money. I know that many people like the traditional paper format. I don't. Not only because it's boring to watch but also because it's not a fair competition for people with disabilities. Going digital makes the competition accessible to more people. At least for me it's fair again. Therefore, I also would love to think about how to make the sport even more accessible to other people with different disabilities.

Don't get me wrong, I don't want to change the 10-disciplines format. It really has its charm and I like the idea that you can virtually compete against everyone in the history of memory sports because of its continuousness. Still, I think we should always consider how to improve the sport and how to make it more exiting for everyone. As a board member I would like to be part of this process.

Lastly, the IAM has invented cool stuff like the new images discipline, the level system and the dynamic world ranking and I want to contribute to such ideas in the next two years.

I just love the idea that the IAM is not a single person nor 10 board members. The IAM is everyone who supports the IAM.

I would be very happy if you support me with your vote.

Best regards and Merry Christmas,
Johannes Mallow