

CV – Datty G. Ruth, born 22.01.1947 in Germany

English Version

Datty G. Ruth,

has a more than 40 years career in the entertainment industry in German speaking territories. Starting as a successful concert impresario he founded a record company in the `70s and from 1981 on as founder and later main shareholder and CEO of VCL became a major independent film distributor and producer of International and German movies for 30 years. VCL was an M-DAX listed company on the German Stock exchange.

He has excellent worldwide contacts in the movie industry and had personal relations to big players in that business such as Stephen Spielberg, Francis Ford Coppola, Woody Allen and Richard Branson amongst many others.

He managed investment funds for film pructions totaling more than € 600 million.

In the year 2000 he was awarded with the prestigious Investor Relation Price granted by the German Association of Financial Analysts.

Datty takes personal risk in business and foresees industry developments many times before the market shows success.

He started in January 2012 as VP Worldwide Development for an American Company his humanitarian and social career building low cost, sustaining, all green homes and other buildings focusing on countries in desperate need after visiting Haiti 2 years after the devastating earthquake when still more than 1 million people lived in tents.

In 2013 he started his own social-humanitarian enterprise BETTER FUTURE BUILDING SOLUTIONS to develop in cooperation with the renowned Fraunhofer Institute ECO-SIP in order to license “Made in Germany” technology around the world and introducing a paradigm change for the construction industry to build affordable and sustainable homes with using agricultural remains to produce a Natural Composite Panel.

After completion of the R+D he founded Smarter Habitat GmbH & Co.KG a limited liability company in order to build the first production factory for ECO-Sip.

Smarter Habitat works with worldwide leading machine manufacturer out of Germany.

Datty studied economics at the Johann Wolfgang Goethe University in Frankfurt.