



Ralf Weber, M.A.

President and CEO, m/e brand communication, Düsseldorf, Germany

In its second generation, Ralf Weber heads Düsseldorf, Germany based m/e brand communication, a company specializing in B2B brand leadership and brand communication with a particular focus on the North American market and medium-sized companies.

Intercultural Brand Transfer B|SEP; international studies

For companies with expansion plans abroad, m/e drives Intercultural Brand Transfer projects transferring the essence of their corporate or product brands into new geographies, to support them in capitalizing quickly on direct investments in markets abroad. This know-how is complemented through international studies on company intercultural experiences, which m/e has done with the htw University of Applied Sciences, based in Berlin, Germany.

Access to markets - wherever, whenever

m/e's membership of the international IPREX organization of owner-driven communication agencies gives access to all important markets worldwide. Ralf Weber has headed IPREX as European President and Global President.

Ralf Weber is an appointed member of the Düsseldorf Chamber of Commerce Foreign Trade Council, and a member of the American Chamber of Commerce as well as GACC Chicago.

Ralf Weber was awarded his Master of Arts degree in Communication Science, German Literature and Linguistics at Germany's Essen University.