



Ralf Weber

President and CEO

m/e brand communication GmbH GWA

Ralf Weber heads his own company, m/e brand communication based in Dusseldorf, Germany. m/e specializes in B2B brand leadership and brand communication with a particular focus on the intercultural brand transfer across the Atlantic.

What makes companies unique?

m/e provides expertise in transferring the uniqueness, the core value proposition, and the communication of a corporate or product brand into new geographic markets, in order to support a fast capitalization of direct investments in markets abroad (Intercultural Brand Transfer). This know-how is complemented through international studies on companies' intercultural experiences, which have been researched in close cooperation with the htw University of Applied Sciences, based in Berlin, Germany.

Access to markets - wherever, whenever

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

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

Ralf Weber holds a Master of Arts degree in Communication Science, German Literature and Linguistics from Essen University, Germany.