

Ralf Meyer
Walldorf, Germany

Ralf Meyer has more than 25 years of experience within the global software industry. Ralf's main interest and expertise are:

- Enterprise class software solutions incl. BPM, CRM, Cloud, DM, CMS, EAI, ERP, Middleware, SaaS, Workflow.
- Corporate strategy, Business Development, Go-to-Market Strategy Development and Implementation, Outsourced Sales, incl. Reference Customer Recruitment, Partnering and Channel Development, SAP Ecosystem Strategy.
- Leverage of experience of network in Europe, North America and Japan.



Ralf Meyer

More than 15 years' work and management experience at Software AG and SAP AG.

More than 10 years' experience in international (venture backed) software startups and consulting of software startups.

Ralf speaks English and German, he studied business informatics at the University of Applied Science in Mainz.

Ralf is a co-founder of the International Association of SAP Partners www.ia4sp.org and has published 3 books on "Partnering with SAP" and "How to profit from Software Ecosystems" (www.synomic.com/partnerbook)