

Profile

2009: Synomic became SAP Referral Member

Synomic joined Microsoft BizSpark - the program for software startups - as a Network Partner.

2008: Synomic published the first book on "Partnering with SAP";

Synomic joined the TBK Network for global go-to-market support of software companies.

2007: Synomic is founding member of the non-profit International Association for SAP Partners e.V. (IA4SP)

Since 2007: "Synomic" in Walldorf, our mission is to make You more successful in Your business i.e. thru strategic alliances, business development and corporate development.

2003-2006: Managing Director "iWay Software" (an Information Builders Company), responsible for entire SAP® business worldwide, 20+ SAP® certifications, global resell agreement with SAP®, responsible for EMEA business and partners incl. BEA, MS, ORACLE, etc. M&A of Actional by iWay in 2003.

1999-2003: Managing Director "Actional", startup of business in Europe and responsible for SAP®, establishing significant direct & channel business incl. GE, HP, MS, Siemens etc. Venture Capital i.e. from Hasso Plattner (SAP® co-founder), global OEM agreement with SAP®.

1996-1999: "SAP AG" Director Product Management for Business Workflow / Documents & Communication, as well as for strategic partners incl. iXOS, Lotus, Microsoft among many others.

1985-1996: "Software AG" various positions incl. Managing Director of Business Unit, sales, marketing, consulting, development and European Operations.

23+ yrs in IT industry, 13+ yrs partner management, 11+ yrs SAP® ecosystem, 5+ yrs supervisory board at German SAP® consulting company (AG), international business experience in 20 countries incl. USA, EMEA and Japan.

Education incl.: Malik Management Zentrum St.Gallen (MZSG), various SAP® trainings, Miller/Heiman Sales, Diplom Betriebswirt (FH) from Fachhochschule Mainz.

Profile Synomic Founder:

Ralf Meyer

For more details see profiles at