



Harald Weber

Associate

With more than 30 years of experience in sales and management, Harald draws on his wide background as a successful sales and marketing manager, commercial leader and business consultant to help sales and marketing leaders achieve business and professional goals.

Since 1996, Harald is the Founder and Managing Partner of b2b Marketing, a firm focused on optimizing sales performance systems, offline and online. He has consulted executives at multinational organizations on complex sales in the IT software and services, engineering and business services industries. Over the last 20 years, he has trained and coached thousands of sales and marketing people on how to develop themselves and their businesses.

Harald has a degree in Business Administration and brings a strong combination of business-to-business sales, marketing and strategy to his clients. Since 2005, he has been a guest lecturer at German universities such as Hochschule Hannover, Technische Hochschule Mittelhessen and others. He is a well-known speaker at sales and marketing events. Currently, he lives in the north of Germany near Hannover.

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