

Bio Andreas Laube

Andreas Laube is Managing Director of MCI Germany, where he is responsible for the strategic direction of the global engagement marketing agency. Since 2016, he has led MCI Germany, continuously strengthening the company's position as a partner for strategic communications, engagement marketing, and live experiences.

A communications expert with more than 20 years of experience, Andreas specializes in developing integrated communication and event strategies that create measurable business impact. His expertise lies at the intersection of strategic communications, creative execution, and innovation. Through storytelling, co-creation, and creative technologies, he helps organizations engage audiences, build meaningful connections, and create brand experiences that deliver lasting results.