



## Press release

Berlin, November 14, 2024

### ESMT Berlin unveils revamped website

**ESMT Berlin has launched a new, user-centric website. This digital upgrade aligns with the international business school's refreshed brand identity and reinforces its commitment to delivering innovative digital experiences in business education. The redesigned website facilitates easier navigation and an enhanced experience for all visitors.**

The new website offers an enhanced user experience through a mobile-first design that ensures seamless navigation across devices. Visitors can explore degree and executive education programs and learn more about ESMT and its faculty and research in a visually appealing and easily accessible format. The website showcases a suite of tools that features a comprehensive event calendar, an ESMT program finder, and a multilingual AI-powered chatbot, which will be launched later this year. Named in a successful competition among the ESMT community of students, alumni, and employees, the chatbot Esme is currently being trained in the background to answer users' questions quickly and accurately.

The Berlin-based digital agency [LOOM](#) led the website design and programming. LOOM and ESMT collaborated closely to create a platform that reflects the school's innovative approach and dedication to engaging online experiences for a global audience. Built on Drupal 10, the platform is optimized for speed, SEO, and data efficiency, resulting in faster load times and improved search visibility, which extends ESMT's accessibility and appeal to an international audience.

This website relaunch concludes ESMT's brand refresh, which includes a new logo, color scheme, and the inspiring tagline "Business as Unusual." The new brand elements draw from ESMT's unique heritage, inspired by the Berlin TV tower as a symbol of international collaboration. ESMT's color palette reflects its roots in Berlin and the dynamic spirit of innovation that guides the institution forward.

#### About ESMT Berlin

ESMT Berlin is a leading global business school with its campus in the heart of Berlin. Founded by 25 global companies, ESMT offers master, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education with the right to grant PhDs and is accredited by AACSB, AMBA, EQUIS, and ZEvA. It is committed to diversity, equity, and inclusion across all its activities and communities. [esmt.berlin](https://www.esmt.berlin)

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