



**Ralph A. Folkerts**  
Founder

Ralph Folkerts is founder of Vision 5 Solutions, a strategic marketing and communications firm that helps businesses and organizations communicate with greater clarity, consistency and purpose. Vision 5 Solutions provides support in strategic and marketing communications, messaging and positioning, leadership and employee communications, change communications, stakeholder engagement, content development, and campaign, Go-to-Market and New Product Introduction initiatives. Folkerts brings more than 20 years of experience working across aerospace and defense, industrial manufacturing, customer and dealer engagement, brand communications and global events.

Prior to focusing on Vision 5 Solutions, Folkerts served as a Marketing Communications Consultant at Caterpillar, where he supported global marketing, dealer engagement, learning, sales enablement and customer experience initiatives. His work included communications and engagement programs reaching more than 10,000 sales professionals and stakeholders, as well as global dealer events involving more than 3,300 participants. He also contributed to a global employee engagement initiative credited with approximately \$75 million in organizational value.

Before joining Caterpillar, Folkerts spent more than 20 years with Raytheon and RTX, most recently as Project Manager, Advanced Media and Project Team Lead. In that role, he led cross-functional teams supporting executive, enterprise, technical, multimedia and brand communications for organizations including Raytheon, Pratt & Whitney and Collins Aerospace. His work included a \$5 million global brand alignment initiative spanning 14 locations following the United Technologies and Raytheon merger, enterprise policy simplification, executive communications, major industry events, presentations, video and technical communications.

Folkerts' career has also included experience in business operations, commercial real estate, visual communications and graphic design, giving him a broad perspective on how organizations operate and how communications can support business objectives. Throughout his career, he has worked with executives, technical teams, customers, dealers and employees to translate complex information into communications that people can understand and act upon.