

Merkle at a glance

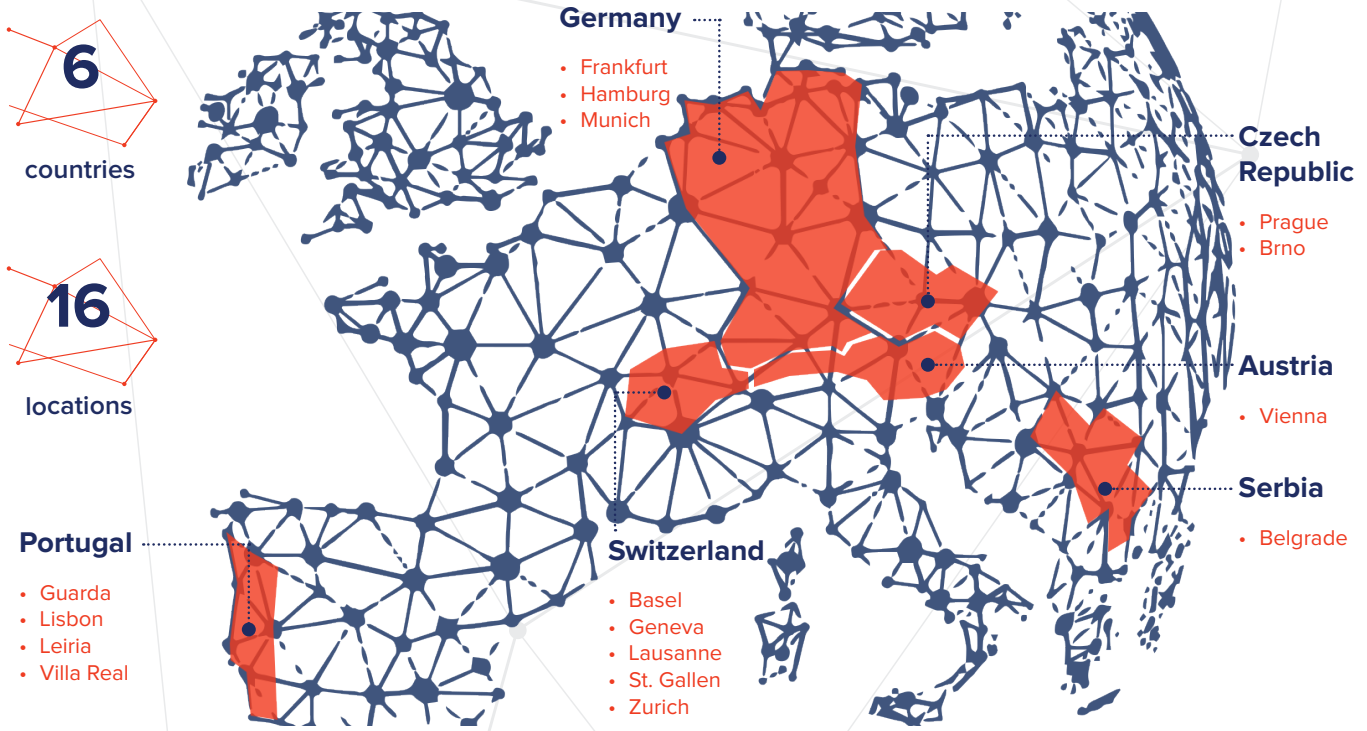
Factsheet DACH region

Company Name: Merkle – a dentsu company

Who we are: Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices.

Merkle in DACH: The merger of Namics and Isobar Switzerland and Austria in April 2021 has created a leading player in customer experience management, data-driven creativity and marketing technology in the DACH region.

Our Mission: At Merkle, we are experts for Customer Experience Transformation: *“We shape game-changing customer experiences with radical customer-centricity, strategic methodology and outstanding creativity based on forward-looking technology.”*



Digital Enthusiasts

1 400

Merkle DACH

3 800

Merkle EMEA

14 000

Merkle Global

Our Service Portfolio

CX Consulting

- Innovation
- Strategy & Transformation

Digital Transformation

- Experience, Commerce & Loyalty
- CRM & Media Services
- Workplace & Operations

Data Transformation

- Data Management & Governance
- Data Science & AI
- Cloud Solutions

Our USP

- Local proximity with regional and global scaling
- Full service across the entire digital value chain
- We are technology agnostic and preferred partner for many leading technologies

Our Partners

We are a preferred partner for a wide range of technologies.



Our Network

Combined expertise and integrated delivery



We are part of dentsu

Dentsu stands for best-in-class services and solutions in media, CXM and creative.

Awards & Recognitions

- Best of Swiss Web Award 2022
- Adobe Experience Maker Award 2021
- Master of Swiss Apps 2020
- German Brand Award 2020

DACH Leadership members

- CEO Merkle DACH & CEO dentsu Switzerland: Patrik Gamryd
- Managing Director Germany: Daniela Stofer
- Managing Director Switzerland and Chief Commercial Officer: Pierre-Alexandre Riera
- Chief Delivery Officer: Natalie Ohlwein
- Chief Services Officer: Luis Nunes
- Chief Operations Officer: Walter Hassler
- Chief Financial Officer: Marcus Andriessen
- Managing Director Emerging Markets (Portugal/CZ/Serbia): Jorge Conceicao



Merkle Press Room
<https://merkleinc.de/en/themen-trends/press>

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