

Press release Merkle – a dentsu company

Pierre-Alexandre Riera to head Merkle in Switzerland as Managing Director

New Managing Director Switzerland continues to fulfill his responsibilities as Chief Commercial Officer for the DACH region in dual role.

Geneva, 22. February 2022 – [Merkle – a dentsu company](#), a data-driven full-service agency for customer experience management (CXM), appoints Pierre-Alexandre Riera as its new Managing Director Switzerland. Merkle DACH was formed in 2021 through the merger of Isobar Switzerland and Austria and Namics, bringing together over 1,400 experts.

As Chief Commercial Officer, Riera has rendered outstanding services to the agency's business development over the past ten years – first at Isobar, then also at Merkle. The French native will continue to perform the associated strategic and operational tasks in the future – alongside his position as head of around 600 Swiss employees.

From software developer to managing director

The now 43-year-old has been in the service of Merkle and its predecessor organizations for over 16 years. After having started as Software engineer and grown one of the largest technical business units in Western Switzerland, Riera moved into a business development role leading Talent Acquisition, Engagement Management and Sales. In this role, he initiated and supported extensive key account projects with topics such as digital CRM, e-Commerce, process automation and collaboration platforms.

Since 2021, he has broadened his role as Chief Commercial Officer to cover the DACH region under the Merkle brand, securing a successful merger and accelerating a strong client focus. At the beginning of February Riera was appointed by Merkle DACH as Managing Director of the Swiss country organization. The newly appointed Managing Director sees his dual-hat roles as highly complementary; maintaining an external focus and passion for winning through exceptional customer experience, fully enabled by a dedicated and best in class group of talent within the organization.

As he looks ahead, Riera aims to leverage his new role in furthering the deep Swiss heritage created by Namics and Isobar, to further Merkle's incredible client roster and talent attractivity on the market. Promoting the success of his customers, developing strategic partnerships and alliances, and increasing the company's visibility on the market will also be top of his agenda.

On his new role as Managing Director Merkle Switzerland, Pierre-Alexandre Riera said:

"I am excited about this opportunity to lead our activities in the Swiss market. There is so much potential in our team, our expertise, our customers and what we deliver to them. I'm really looking forward to establishing Merkle as a CXM lighthouse in our Swiss region."

-ENDS-



Pierre-Alexandre Riera, Managing Director Switzerland and Chief Commercial Officer at Merkle (Source: Merkle)

[LinkedIn Pierre-Alexandre Riera](#)

Press contact:

Sabrina Schöttler
Senior Corporate Communication Manager
sabrina.schoettler@emea.merkleinc.com
Office: +49 89 649 13 680

About Merkle

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. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 12,000+ employees worldwide and 1,200 in the DACH region, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the region as well as Eastern Europe. Our digital enthusiasts combine their expertise in Digital Transformation Strategy, MarTech Platforms, Creation, User Experience (UX), Customer Relationship Management (CRM), Data, Commerce, Mobile and Content Management System (CMS). Together we inspire transformation. We dream, we do, we deliver.

The company has offices in Switzerland, Germany and Austria as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined dentsu, forming the largest brand within the group. For more information visit <https://merkleinc.de/en> and follow us on [LinkedIn](#).

About dentsu international

Part of dentsu, dentsu international is made up of six leadership brands - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM and creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. <http://www.dentsu.com>