

Press release Merkle – a dentsu company

Matthias Heft is Senior Principal Consultant for Digital Vision & Transformation at Merkle

Frankfurt, May 11 – [Merkle – a dentsu company](#), a data-driven full-service agency for customer experience management (CXM), recruits Matthias Heft as Senior Principal Consultant for consulting in the area of Digital Vision & Transformation.

Heft has over 20 years of experience in digital transformation, communication and consulting. The graduate industrial engineer looks back on positions as Managing Director at Grey Group and RTS Rieger Team, as well as Chief Digital Officer & Head of Customer Consulting at bilekjaeger, among others.

Top-class consultant support for the digital transformation

Heft has been contributing his extensive experience with international agencies to Merkle's Digital Vision & Transformation strategy consulting team since May 1, 2022. Under the mission statement "Turning vague potential into a precise value path, advancing companies into sustained digital leaders", the team works with its clients to ensure customer-centric digital services, optimize business processes and actively shape the digital future with innovative solutions. Heft reports to Torben Buchhorn, Market Lead Germany, Digital Vision & Transformation.

As a Senior Principal Consultant, Heft is responsible for consulting clients on communicative, process-related and technical aspects. He is also responsible for developing digital business strategies and translating them into transformation processes.

Expertise for Digital and CXM

Merkle recently reorganised the Digital Vision & Transformation team and set it on a growth path under Market Lead Germany Torben Buchhorn to address customer experience management with strategic business consulting on a holistic level.

Daniela Stofer, Managing Director Merkle Germany, on the new hire: *„We are delighted to have such a top-class digital expert as Matthias on board, with more than two decades of experience. Our clients will benefit from his consulting expertise, as he works with them to create visions and accompanies them holistically on their digital transformation journey.“*

Torben Buchhorn, Market Lead Germany, Digital Vision & Transformation: *„With Matthias, we have gained an accomplished customer experience strategist for our growing consulting team. In addition to Matthias' thought leadership in shaping successful digital transformation, I am also looking forward to his contribution to the continuous development of our business consulting services.“*

Matthias Heft is looking forward to providing customer consulting services entirely in line with the mission statement: *„My role at Merkle is all about enabling great brand experiences based on deep data insights. With a consulting approach based on transforming a vague potential for*

change into a concrete value proposition, as part of the Merkle Digital Vision and Transformation Team I want to help companies excellently master their transformation tasks as Digital Leaders."

-ENDS-

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Visuals:



Matthias Heft, Senior Principal Consultant at Merkle – a dentsu company (Source: Merkle)

[LinkedIn Matthias Heft](#)



Daniela Stofer, Managing Director Merkle Germany (Source: Merkle)

[LinkedIn Daniela Stofer](#)



Torben Buchhorn, Market Lead Germany, Digital Vision & Transformation at Merkle (Source: Merkle)

[LinkedIn Torben Buchhorn](#)

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>