

## Press release Merkle – a dentsu company

### **Merkle honoured as Salesforce Partner of the Year 21/22 in Switzerland**

Outstanding results in four award categories and strong commitment of the team form the basis.

**Zurich, 23<sup>rd</sup> of May 2022 – [Merkle – a dentsu company](#), a data-driven full-service agency for customer experience transformation, recently received the Partner of the Year 21/22 award from Salesforce. At a ceremony in Zurich, the company was honoured for its highly engaged teams, great results, high customer satisfaction and ability to tackle complex projects. In addition, the pronounced commitment to the 'Bring Women Back to Work' (BWBW) initiative was recognised.**

Consulting Partner Merkle has already enjoyed the trust of SaaS provider Salesforce for 16 years. The umbrella organisation dentsu has over 1,300 certified Salesforce specialists worldwide. Merkle makes its Salesforce expertise available to many different industries and clients.

For this commitment, Merkle was now honoured by Salesforce on 3 May in Zurich with the Partner of the Year 21/22 award. The award is made up of several categories. Especially in the sub-areas Certified Individual Growth, Total Certifications and Annual Contract Value Growth, Merkle did very well and took 1st and 2nd place respectively.

The award ceremony took place in a small setting at the Merkle office in Zurich with key figures from Salesforce and Merkle. Vanessa Gentil and Xavier Thibergien from Salesforce and Roberto Galdo from Merkle gave a short thank you and acceptance speech. Christian Schmid, Partner Account Manager from Salesforce, presented the award to Mr Galdo.

**Roberto Galdo, DACH Salesforce Service Line Leader, Merkle:** *„I want to share my heartfelt thanks for this meaningful award. Merkle strives to have a positive impact on business and society, and the enriching partnership with Salesforce is a fundamental part of the magic to make this possible. I am proud and honoured to extend this accomplishment with our community of passionate, committed and knowledgeable professionals: they devote themselves daily to achieve outstanding results while keeping our core values as the lighthouse of our future success.“*

**Vanessa Gentile, Head of Marketing Salesforce Switzerland:** *„Merkle set the scene for this year's Partner of the Year award! Their passion, know-how and the responsibility to give back to society is admirable. Salesforce and myself could not be more proud to had4nd over the Award to a partner with the right values and competence.“*

Merkle wants to continue to grow and do even more excellent work in the future - the commitment to initiatives such as 'Bring Women Back to Work' is to be deepened even further.

For more information about the Salesforce Partner of the Year award, please [visit our website](#).

**-ENDS-**

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**Picture material:**



*Roberto Galdo, DACH Salesforce Service Line Leader at Merkle – a dentsu company (Source: Merkle)*

*LinkedIn: [Roberto Galdo](#)*



*Vanessa Gentile, Head of Marketing Salesforce Switzerland (Source: Salesforce)*

*LinkedIn: [Vanessa Gentile](#)*



*Xavier Tiberghien, Area Vice President Sales und Head of Corporate Business Switzerland (Source: Salesforce)*

*LinkedIn: [Xavier Tiberghien](#)*



*Merkle team celebrates partner of the year 21-22 (Source: Merkle)*

## **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 1,400 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 eight leadership brands - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, MKTG, Posterscope 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>