

Press release Merkle – a dentsu company

Federico Vita appointed Chief Growth Officer for Merkle DACH

Zurich, June 16, 2023 – Federico Vita has been promoted to Chief Growth Officer (CGO) for Merkle DACH, effective immediately. With this move, the customer experience and digital transformation agency recognizes his achievements and long-standing expertise. Vita has been with Merkle for 14 years and boasts 18 years of industry experience. He previously held positions including Head of Business Development at Isobar and was successfully involved in the merger of Isobar and Namics under Merkle DACH as well as the expansion of its Growth Acceleration Team in 2021. Vita will continue to report to Pierre-Alexandre Riera, Chief Commercial Officer of Merkle DACH.

Growth is at the core of Merkle's corporate strategy. Within the last two and a half years, Merkle's staff has expanded from 1,200 to over 2,000, and the rate of accounts acquired has increased from ten per year to an average of one new client per week. This adds to the company's 270+ active clients and heritage of over 25 years on the local Swiss, German & Austrian markets. The Chief Growth Officer's role is to continue this success story.

*"The growth of our clients is our success", said **Federico Vita**. "Only when innovation and strategy truly converge, can we create outstanding opportunities that bring incremental value to our clients. In my day-to-day interactions with customers, I witness the need for connecting the power of data, cutting-edge technology, and human creativity and it is my mission to create these connections and unlock extraordinary growth for our clients."*

To achieve this, Vita and his organization is focused on partnering with clients to prioritize business effectiveness that delivers topline growth, identify efficiencies that deliver bottom line and shape business strategy to be future ready. Ultimately, working towards each client's unique vision and purpose as a company.

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Picture material:



BU: Federico Vita, Chief Growth Officer of Merkle DACH (Picture: Merkle)



About Merkle

Merkle is a leading data-driven digital agency for Customer Experience Management (CXM) and specialises in developing unique personalised and cross-channel customer experiences. With years of experience in data usage, technology and analytics, Merkle identifies customer needs and creates hyper-personalised marketing strategies and campaigns based on them.

More than 14,000 employees worldwide - including over 1,800 in the DACH region - optimise marketing successes and achieve competitive advantages for the top 500 companies throughout the region and in Eastern Europe. Our digital enthusiasts combine expertise in digital transformation strategy, MarTech platforms, creation, user experience (UX), customer relationship management (CRM), data, commerce, mobile and content management systems (CMS). Together we inspire digital transformation. We dream, we do, we deliver.

The merger of Namics and Isobar Switzerland and Austria created a leading player in the DACH region in the field of customer experience management, data-driven creativity and marketing technology. Merkle has offices in Switzerland, Germany and Austria, as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined the dentsu network and has since become the largest brand within the group. For more information, visit us at <http://www.merkle.com/dach/en> follow us on [LinkedIn](#).

About dentsu international

Dentsu international is part of dentsu and consists of 6 leading brands worldwide - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle and its other specialised agency brands. Dentsu international helps its clients to build relationships with their consumers and achieve sustainable progress for their business. With excellent services and solutions in the areas of Media, CXM and Creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. In the DACH region, dentsu and its agencies offer the complete value chain of marketing services and are present in 18 locations with a team of over 3,000 employees. www.dentsu.com