

Press release Merkle – a dentsu company

Daniela Stofer is Managing Director at Merkle Germany

Daniela Stofer, previously Client Service Director at Merkle (formerly Namics), takes over as Managing Director of the full-service digital agency in Germany.

Munich, 27 October 2021 – [Merkle – a dentsu company](#), a data-driven full-service agency for customer experience management (CXM), is setting the course for expanding its business in Germany with Daniela Stofer as Managing Director Germany. Merkle belongs to the dentsu network and is the largest brand within the group.

In her new role, Stofer leads Merkle Germany GmbH as part of the global Merkle network. Since joining the company in 2010, Stofer has held various positions in consulting and account management, most recently serving as Client Service Director for the digital agency's B2B and pharmaceutical clients. Merkle offers data-driven consulting for customer experience management and develops personalised, cross-channel customer experiences.

Stofer's core task is to manage the business in Germany. Merkle is represented through their 280 employees in their Munich, Hamburg and Frankfurt am Main offices. The digital agency – formerly Namics – has been active on the German market since 2000. Merkle relies on interdisciplinary teams and diversity for their outstanding results and have an impressive German clientele list including Siemens, ADAC, Colliers, Hansgrohe and KUKA.

Daniela Stofer, Managing Director at Merkle Germany, says: *"Merkle offers unique digital customer experiences that make the difference. I look forward to establishing our brand in Germany as the leading digital agency for CXM in a stable and sustainable way. Today more than ever, the key to innovation is diversity. I have put diversity as my top priority for Merkle Germany, which will guide us towards a steady company growth."*

The digital transformation can only be shaped together. That is why diversity plays a decisive role at Merkle. Daniela Stofer is particularly determined about promoting women in technology and management positions. At Merkle, however, diversity is more than just gender equality: harnessing the power of the collective and living diversity through their employees from the top down is the key to economic success.

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

[LinkedIn Daniela Stofer](#)

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>