

**Press release Merkle – a dentsu company**

## **Roberto Galdo appointed new COO of Merkle DACH**

New Chief Operating Officer will take up his position with effect from February 1st, 2023.

**Zurich, 9<sup>th</sup> of February 2023 – [Merkle – a dentsu company](#), a data-driven full-service agency for customer experience transformation (CXM), appointed Roberto Galdo as its new Chief Operating Officer for Merkle DACH. As part of the dentsu group, the digital agency combines the triad of technology, data and creativity for new customer experiences and relies on interdisciplinary teams and diversity.**

On February 1, 2023, Galdo will relinquish his previous duties as Head of the Salesforce Business Unit. Under his leadership, the team earned the [Salesforce Partner of the Year 21/22](#) award in Switzerland. In addition, Galdo managed more than 500 talented professionals in his unit and helped them realize their full potential. Until this position is filled in the long term, it will be taken over on an interim basis by Roberto Quattrini, Deputy Head of Salesforce at Merkle DACH.

*„Over the past seven years, I've been able to witness the growth and development of Merkle and dentsu in the market and learn from the brightest minds in the company," said Roberto Galdo. „I'm thrilled to continue providing our customers with the best possible customer experiences. Being part of this community is a great recognition and I will continue to do my best to ensure our success in all markets."*

In his new role as Chief Operating Officer, Galdo is tasked with driving operational excellence in how Merkle works and guaranteeing the speed, agility and excellence that Merkle's clients need in the DACH region. As the fastest growing EMEA region, the local market is of particular importance. Under his leadership, CXM is to be integrated even more deeply into Merkle and dentsu. Finally, the appointment underscores Merkle's ambition to become the regional market leader in the field of customer experience.

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**Picture Material:**



*Roberto Galdo, Chief Operating Officer at Merkle – a dentsu company (Source: Merkle)*

*LinkedIn: [Roberto Galdo](#)*

## About Merkle

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

More than 14,000 employees worldwide - including over 1,800 in the DACH region - optimize 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, creative, 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 customer experience management, data-driven creativity and marketing technology in the DACH region. 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.merkleinc.ch> and follow us on [LinkedIn](#).

## About dentsu

Dentsu international is part of dentsu and consists of 6 leading brands worldwide - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle and its other specialized agency brands. Dentsu international helps its customers to build relationships with their consumers and achieve sustainable progress for their business. With excellent services and solutions in 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](http://www.dentsu.com)