

ROBERT DANIEL

INDEPENDENT STRATEGY ADVISOR · AI-DRIVEN BUSINESS MODEL EVOLUTION · EXECUTIVE SPARRING PARTNER

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PROFILE

I turn strategy into growth — combining 30 years of senior leadership with behavioral science and data. I have built and scaled agencies, launched consultancies inside global networks, and led digital transformation for brands like Maserati, BAT, Vodafone, and L'Oréal.

I start every project from human motivation, not channel logic. Behavioral psychology and AI-driven analysis inform how I design customer journeys, restructure organisations, and identify where real value is created.

Agentic AI · Consumer Psychology





CORE SKILLS

STRATEGY & AI: AI-driven Transformation · Business Model Design · Agentic AI · Go-to-Market

DIGITAL & MARKETING: Customer Journey · Omnichannel · Performance Marketing · CRM · Funnel Optimisation

LEADERSHIP: Team Building · Executive Advisory · New Business · Data Science · Shopper Activation

LANGUAGES

German — Native 
 English — Fluent 
 Spanish — Intermediate 
 Japanese — Basic 

EDUCATION

MBA, Brand Marketing

Brand University of Applied Sciences · Hamburg · 2025

DATA SCIENCE Certificate

Bertelsmann Academy · 2018

CERTIFIED E-BUSINESS MANAGER

Danube University Krems · 2001

INTERNATIONAL BUSINESS ADMINISTRATION

WU Vienna · 1994 · incl. Japanese Business Language

PERSONAL

Orchestrator & Strategist (PrinciplesYou / Ray Dalio)

3× Ironman Finisher · Jazz Musician · PADI Rescue Diver

Deep expertise in Japanese business culture and East Asian markets

EXPERIENCE**INDEPENDENT STRATEGY ADVISOR**

07/2022 – present

Self-employed · Berlin / Hamburg · Collaborating with WPP, Omnicom, Publicis

Senior advisor on AI-driven business model evolution, digital transformation, and customer journey strategy across pharma, telecom, and energy sectors.

Selected engagements: Developed stakeholder communication architecture and coached departmental restructuring for a rare disease biotech (BeOne Medicines / Biogen). Currently leading end-to-end digital transformation for Darktools — migrating from fragmented legacy stack to a PIM-centred ecosystem integrating CRM, ERP, and headless React front-end.

MANAGING DIRECTOR

06/2019 – 06/2022

Donkey Communication · Hamburg

Led a 30-person design agency for premium beauty, fashion, and hospitality brands. Repositioned the agency around omnichannel commerce and digital transformation — enabling Mittelstand clients to unlock new revenue streams and ESG potential.

HEAD OF PLANNING & MD INTELLIGENCE

06/2012 – 05/2019

Geometry Group Germany (WPP) · Hamburg

Tripled the strategic planning team and revenue over seven years across four German offices, leading Customer Experience, Retail, and Shopper practices. Secured major accounts including GSK, Vodafone, Maserati, REWE, Leica, and BAT.

In parallel: co-founded and scaled Geometry Intelligence — a dedicated 15-person strategy consultancy within the WPP network (Hamburg & London) — developing a global customer journey quantification methodology deployed across the network.

DIRECTOR STRATEGY

05/2008 – 05/2012

deepblue networks · Hamburg (merged with Scholz & Friends Interactive)

Built the strategy department from scratch following the merger with Scholz & Friends Interactive — integrating classical and digital disciplines. Co-developed the Neuroversum brand framework and led brand and portfolio strategy for major accounts.

FOUNDER & MANAGING DIRECTOR

01/1996 – 11/2007

D2. Strategic Communication · Vienna & Paris

Founded and scaled a strategy consultancy pioneering digital transformation services for IBM, Philips, and Austrian Telekom. Grew from zero to a recognised regional player over 11 years with offices in Vienna and Paris.

CONSULTANT & TRAINER

07/1992 – 12/1995

Unisys · Vienna & Zurich

Advised businesses on IT-driven operational efficiency. Conducted Microsoft and project management training for corporate clients and developed tailored education programmes for institutional clients.