

ROBERT DANIEL

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

WHO I AM

I am a senior strategy advisor and executive sparring partner with 30 years of experience building, transforming, and scaling organisations across agencies, consulting networks, and entrepreneurial ventures. My work sits at the intersection of strategic thinking, behavioral science, and AI-driven execution.

What distinguishes my approach is where I start: with human motivation. Before channels, tools, or frameworks, I ask what drives the people at the centre of a business challenge — customers, teams, or stakeholders. That foundation, combined with data fluency and a growing command of agentic AI, is what makes my strategies land in the real world.

I have led strategy departments inside global WPP networks, founded consultancies from scratch in Vienna and Paris, managed premium agency operations in Hamburg, and currently advise organisations undergoing complex digital and business model transformations. My clients range from rare disease biotechs to B2B e-commerce companies to multinational consumer brands.

I hold an MBA in Brand Marketing (1.4, Brand University, 2025), a Data Science certificate (Bertelsmann Academy), and an International Business Administration degree with Japanese Business Language from WU Vienna — reflecting a career-long commitment to continuous learning alongside professional practice.

KEY ACHIEVEMENTS

Founded D2. Strategic Communication in Vienna, pioneering digital transformation for IBM, Philips, and Austrian Telekom — growing to offices in Vienna and Paris over 11 years.

Tripled the strategic planning team and revenue at Geometry Group Germany (WPP) over seven years, securing GSK, Vodafone, Maserati, REWE, Leica, and BAT.

Co-founded and scaled Geometry Intelligence within the WPP network — developing a global customer journey quantification methodology deployed across the network.

Leading full-stack digital transformation for Darktools: from monolithic legacy to a PIM-centred ecosystem integrating CRM, ERP, and headless React front-end. Ongoing.

WHAT SETS ME APART

BEHAVIORAL DEPTH — Consumer psychology and behavioral science are the starting point in my work — not an add-on. I use them to map customer and user journeys, frame messaging, and identify where organisations are leaving value on the table.

AI-NATIVE PERSPECTIVE — AI is not the first technology that promised to change everything. I've guided clients through disruption since the 1990s — what I bring is clarity on what the business needs, and the judgment to separate signal from noise.

CULTURAL FLUENCY — Having studied Japanese business language and worked across Europe, the US, and Asia, I bring genuine cross-cultural intelligence to international mandates. My academic research explored brand perception across 3 continents.

WHAT COLLEAGUES AND CLIENTS THINK

Robert headed up strategic planning for all BAT Brands in Germany. He helped us evolve our digital transformation by integrating new digital ecosystems — delivering significant positive results by optimising conversions and decreasing CPA.

Dr. Thomas Greussing · Head of Marketing, BAT

His expertise in highlighting our unique story greatly improved outreach. He provided crucial support in creating a communication architecture for key stakeholders — his strategic approach and attention to detail strengthened relationships and helped establish an efficient departmental structure.

Dr. Micha Wirtz · Associate Director Corporate Affairs, Biogen

Rob's ability to connect disciplines — from digital transformation to shopper marketing and brand strategy — made him invaluable to clients and teams. His entrepreneurial spirit and strategic sharpness secured major new business wins including GSK, REWE, Vodafone, Maserati, Leica, and BAT.

Peter Mergemeier · CEO, Havas Creative Group Germany

SHOWCASE

watch this



Maserati & Massimo Bottura
"Benvenuto in Famiglia"

SHOWCASE

watch this



Leica | Fedrigoni
"The Paper Skin"



SHOWCASE



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