CURRICULUM
VITAE
2026

ROBERT DANIEL

Strategy Advisor with AI focus · Owner-led mid-sized companies

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PROFILE

Strategy advisor seasoned in international business, digital since 1996, implementing AI hands-on. 30 years in strategy, transformation and organisational development – in IT consulting, in two consultancies I founded and built, in strategy and consulting units of international networks, and independently since 2022.

A behavioural understanding of people – customers, employees & leadership – is the foundation: consumer and organisational psychology inform the business model, the business model drives technology choices that put the strategy into practice. Today, AI is the tool that drives that execution.



SELECTED RESULTS

- Leading DarkTools' end-to-end digital transformation: legacy stack to PIM-centred ecosystem across CRM, ERP and a headless front end
- Repositioned Donkey from design services to a digital-first customer experience boutique — new service model, pricing, and revenue streams
- Built Geometry Intelligence from zero to a 15-person consulting unit inside WPP (Hamburg, London), running four multinational clients within two years
- Digitised the product catalogue of Isovolta, a leading international manufacturer of insulation and composite materials from Austria (1999)

CORE SKILLS

STRATEGY & TRANSFORMATION · Business model design · Digital transformation · Organisational design · e-commerce ecosystems architecture

AI IN PRACTICE · Agentic systems & automation · Copilot Studio / M365 · Langdock · Make / n8n · AI governance & use-case scaling

BEHAVIOURAL SCIENCE · Consumer psychology · Behavioural economics · Customer journey · Experience design · Data-based insights

EXPERIENCE

STRATEGY ADVISOR WITH AI FOCUS · Robert Daniel Consulting, Hamburg · 07/2022 – today

Owner- and executive-level mandates on business model evolution, AI integration and organisational design — pharma, biotech, telecom, energy, B2B e-commerce.

MANAGING DIRECTOR · Donkey Communication, Hamburg · 06/2019 – 06/2022

Full P&L for a 30-person customer experience boutique serving Mittelstand clients in premium beauty, fashion and hospitality.

HEAD OF PLANNING · Geometry Group Germany · 06/2012 – 05/2019, in parallel
MANAGING DIRECTOR · Geometry Intelligence · 04/2017 – 05/2019

Responsible for Consulting and Strategic Planning across four German offices; tripled team and revenue in seven years; 14 direct reports, reporting line to the CEO. Clients: Vodafone, REWE, Leica, Maserati, Volkswagen Commercial Vehicles (global lead digital partner), Beiersdorf, Red Bull, Allianz, BlackRock.

DIRECTOR STRATEGY · deepblue networks, Hamburg · 05/2008 – 05/2012

Built and led the strategy function in a post-merger integration of traditional and digital teams in the Scholz & Friends Group (S&F Interactive, deepblue). Clients: Imperial Tobacco, Berentzen, Vodafone, Unilever, Swatch.

FOUNDER & MANAGING DIRECTOR · D2. Strategic Communication, Vienna & Paris · 01/1996 – 11/2007

Digital strategy consultancy, built from zero to two offices over 11 years. Clients: IBM, Philips, Telekom Austria, Isovolta.

CONSULTANT & TRAINER · Unisys, Vienna & Zurich · 07/1992 – 12/1995

Business process and IT consulting, project and quality management; designed and delivered corporate training programmes.

CREDENTIALS

AUTHORISED INQA COACH · German Federal Ministry of Labour and Social Affairs (BMAS) · ESF Plus · 2026–2027 · ID IC2697566

MBAI Master Business with AI · Hochschule Fresenius with Leaders of AI and Microsoft · 2026

SCRUM SFC · SCRUMstudy · 2026

EDUCATION

MBA Brand Marketing · Brand University of Applied Sciences · 2025

INTERNATIONAL BUSINESS ADMINISTRATION · Vienna University of Economics and Business · 1994 · incl. Japanese Business Language

LANGUAGES

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

PERSONAL

3× Ironman Finisher · Jazz Musician · PADI Rescue Diver · Skipper SBF / SKS