EXECUTIVE
PROFILE
2026

ROBERT DANIEL

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

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PROFILE

I advise the person who actually decides. Owners and executives bring the task at hand; I contribute thirty years of pattern recognition across five cycles of technological disruption, and the directness to name the assumption nobody in the room has questioned yet.

My work rests on a behavioural understanding of the people involved – customers, employees & leadership – because structures only hold when they match the motives of those expected to live inside them. AI is the tool that carries the solution into daily operations.

THREE CONVICTIONS

BUSINESS-FIRST

Most digital problems are business model problems wearing a technology mask. Most AI problems will be too. I work on the question, not the tool.

DIGITAL IMMIGRANT

Trained when strategy meant decades, practised when it meant weeks. First digital consultancy founded 1996. That dual fluency is what mid-market owners need now.

AI AS STRUCTURAL

Not a feature and not a project. Infrastructure for how decisions get made — which is why it belongs in the operating model, not the roadmap.

HOW I WORK

DIAGNOSIS
reframe the question

Most engagements change scope in the first two weeks. Better then than at month six.

→ **DECISION**
structure the choice

Sequence, trade-offs, second-order effects, spelled out.

→ **TRANSLATION**
into workstreams

Operational output you can execute.

→ **SPARRING**
context compounds

The relationship holds, decisions get faster and more precise.

Grey: analysis.
Orange: where it becomes execution.

WHERE TO START

WHAT YOU BRING

One real task from your business, chosen by you.

WHAT HAPPENS

90 minutes at one computer. We solve the task together with AI, step by step.

WHAT YOU KEEP

The solved task, and the way to solve the next one without me. €800 plus VAT.

BOOK YOUR 90 MINUTES — hallo@robertdaniel.consulting · +49 174 927 6939

FUNDED ADVISORY · INQA-COACHING — For eligible SMEs, mandates can be delivered through this BMAS programme, co-financed by the European Social Fund Plus, with a potential 80% share of the fee covered publicly. Authorised coach 2026–2027.

CLIENTS I WORKED FOR

isovolta · Maserati · Allianz · Biogen · T · Universität Hamburg · Leica
ContiTech · Mercedes-Benz · Commerzbank · sanofi · A1 Telekom Austria Group · IAEA · Red Bull
Philips · Volkswagen · Barclays · Merck · vodafone · REWE · Nivea
STIHL · BMW · BlackRock · GSK · DB · DARK TOOLS · VARTA
IBM · Ford · VISA · British American Tobacco · Emirates · Saturn · Miele

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CASES & REFERENCES

DARK TOOLS — ARCHITECTURAL LIGHTING DISTRIBUTOR · B2B E-COMMERCE · SYSTEMS ARCHITECTURE & AI GOVERNANCE

PROBLEM — 215 orders and 330 quotes a month moving through five systems with only one integration between them. Everything else was a person re-typing. No process record, lost demand invisible.

MOVE — Consolidated onto a dual-core systems architecture — PIM and ERP as the sources of truth for product and operations — with an AI layer for integration and governance over the data that moves.

OUTCOME — Live since July 2026: PIM as product core with headless React front end. Data from legacy CRM and ERP systems consolidated and now being integrated with the new operations core. AI agents + workflows running.



“Robert is the guy that comes in, looks at a beautiful but messy setup, and calmly turns it into something that actually works. He's been the mastermind behind our new entire system architecture and digital ecosystem at Darktools… toward a sustainable, PIM-centered data world — connecting with CRM, ERP, and multiple sales channels in a way that finally makes sense. Robert is currently redefining our database structure from the ground up, curating supplier data… The work has been ongoing for six months now — highly structured, deeply professional, and refreshingly no-nonsense. Robert brings clarity where others left mostly chaos.” › read LinkedIn reference (January 2026)

Biogen — PHARMACEUTICALS · RARE DISEASE · COMMUNICATION ARCHITECTURE & ORGANISATIONAL DESIGN

PROBLEM — A rare-disease story reaching diverse audiences through restricted channels, with no shared map of who actually mattered: patient groups, payers, clinicians, regulators, internal teams.

MOVE — Mapped the stakeholder architecture first, then coached the departmental restructuring that made it operable — responsibility split along the lines the architecture required.

OUTCOME — One communication architecture, and a department built to run it. Responsibility defined by function rather than by who happened to be available.



“I highly recommend Robert Daniel for his exceptional support… Robert played a key role in developing our communication strategy and messaging. His expertise in identifying and highlighting our unique story significantly improved our outreach… Robert provided crucial assistance in creating a communication architecture tailored to specific stakeholders. His strategic approach and attention to detail were instrumental in building strong relationships. Moreover, he contributed significantly to setting up an efficient organizational structure for our department. Robert's professionalism, expertise, and collaborative nature make him an asset to any team.” › read LinkedIn reference

WORTH A LINK

HIGHLIGHT

watch this



Maserati & Massimo Bottura
“Benvenuto in Famiglia”

Global strategy lead. Two Modena icons, one family.

AWARD

watch this



Leica | Fedrigoni
“The Paper Skin”

Global strategy lead. Camera meets paper maker. The Effie says it worked.

CURATED INTELLIGENCE



Annual Global Retail
Trend Reports 2017–2018

view 2017
view 2018

Curator and coordinator, global network. Where retail was heading, written down before it got there.

CREDENTIALS

Authorised INQA Coach (BMAS / ESF Plus, 2026–2027) · MBAI Master Business with AI, Hochschule Fresenius with Leaders of AI and Microsoft · MBA Brand Marketing · International Business Administration, Vienna University of Economics and Business · Scrum SFC.
More cases at robertdaniel.consulting · Full CV and references on request