










# DANIEL KOBELT

## MANAGEMENT SUMMARY

As an international executive with over 20 years of experience in business transformation, digital strategy and marketing leadership, I am an expert in scaling business models, data-driven decision-making processes and digital ecosystems. My central goal is to increase efficiency and optimize companies. I have a proven track record in leading multinational teams, designing and managing innovation projects and implementing effective change management strategies. My enthusiasm and passion for continuously making companies more efficient characterize me as a visionary manager who thinks outside the box and uses modern technologies in a targeted manner to realize ambitious corporate goals and visions.

### CONTACT

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-  Open for Opportunities in EMEA,  
UAE and USA

### EXPERTISE

#### General Management

- Strategy & Planning
- Budget planning & target achievement
- Team leadership & development
- Project Management
- Consulting competence

#### Marketing Management

- Lead Management
- Performance Marketing
- Market Research & CX
- eCommerce
- Content Management
- Communication and PR
- Multi- and omnichannel

#### Digital Transformation

- Digitization & automation
- Data analysis & BI
- Process optimization
- Change management
- Business Transformation (AaaS & BaaS)

### REFERENCES

Gladly on request, to comply with the data protection policy

## SPECIAL COMPETENCES IN:

- **Business transformation & digitalization** - scaling business models, implementing cloud & AI technologies, BaaS integrations and building BI systems, automation and process optimization, data-based decisions, predictive models and decision making.
- **Marketing & Business Development** - Development of international brand management, performance and campaign optimization, lead management and automation (CRM), content management, events and public relations, omnichannel and multichannel strategies, as well as eCommerce and direct marketing.
- **Market Research & Customer Experience** - Development of international market analyses, interview design and evaluation of statistical analyses, target group definition, user behavior and customer journey mapping, satisfaction measurement.
- **P&L and budget responsibility** - management of multi-million budgets in international groups. Focus on efficiency and growth. Controlling and financial planning.
- **Change Management & Leadership** - Management and development of high-performance teams in dynamic markets, selection and recruiting of employees, as well as transformation management and organizational development.

## PROFESSIONAL EXPERIENCE

### CONSULTING PARTNER & BUSINESS TRANSFORMATION EXPERT

#### Mykorisa Digital Consulting | Apr. 2024 – Jan. 2025

Advice and support for own customers in the area of digitalization. Focus on consolidating and visualizing data in the company (BI) so that efficiency can be increased.

- Consulting in digital transformation projects with focus on automation and process optimization to increase efficiency.
- Creation of business and go-to-market strategies for tech start-ups and established companies.

Key achievements:

- -30% manual effort in reporting through definition & implementation of KPI-driven BI systems at customers in the USA and Europe.
- -15% cost savings through the introduction of an AI-supported marketing controlling platform
- Concept development for the measurement and reporting of CO2 emissions from ships for an EU-funded digitalization concept in international ports.
- Definition and implementation of standards for the setup of a BaaS solution.

## PUBLICATIONS

### eBooks:

- Business Intelligence - AI and automation [Link](#)
- Customer Experience - Ways to successful customer loyalty [Link](#)

### Podcasts:

- No Leads, No Fun! [Link](#)

## EDUCATION

Vienna University of Economics and Business

Master's degree in business administration

Spezialisierungen:

- Specializations:
- Market Research & Statistics
- Advertising & Marketing
- Public Management

## FURTHER EDUCATION

- Marketing automation funnel (TAC)
- Leadership Curriculum (Trainconsulting)
- MS Power BI Advanced (Excellab)
- Project Management (Primas Consulting)

## LANGUAGES

- German - Native Speaker
- English - C1
- French - A2

## INTERESTS

- Wing-Tsun: 6th student grade
- Fitness training
- Politics/local politics: Citizens' list "We! for Pressbaum"
- Travel and family
- Active membership in a cigar and rum club
- History and architecture

## INDUSTRY INSIGHTS

- HVAC-R
- Business Consulting
- E-Commerce
- IT Software Development
- Advertising, Promotion & Media
- Retail

## GENERAL MANAGER MARKETING & DIGITAL TRANSFORMATION

**Daikin Airconditioning CEE (16 countries, EMEA) | Sep. 2017 - Apr. 2024**

**P&L responsibility: €13 million | Team size: 45 employees**

Head of Marketing- and Digital Transformation departments. Part of the CEE management team. Restructuring as part of the change process. Driver and implementer of innovation projects. Establishment of an innovation team and PMO.

- Built, scaled and transformed the marketing- and digital transformation department from scratch.
- Optimized business processes and increased efficiency by +35% through data-driven automation and data analysis.
- Management of strategic innovation- and transformation projects with focus on digital business models, data usage & BI systems.
- Led an international team with a direct reporting line to the CEO of Daikin Europe.
- Implemented a central business intelligence platform that improved the decision-making processes and included scenario-planning and forecasting.

### Key achievements:

- +300% increase in the marketing budget through data-driven marketing controlling and continuous performance optimization.
- -50% reduction in agency costs through internal resource optimization and team development (knowledge transfer).
- +200% growth of the partner network through analytics and action planning.
- +25% NPS in the region.

## CONSULTING PARTNER - DIGITAL TRANSFORMATION & FINTECH

**DK3 Management consultancy (self-employed) | Sep. 2016 - Sep. 2017**

- Distribution of the PSD2-compliant interface from Fintech-Systems to Austrian financial service providers
- Consulting on digital transformation with a focus on process automation and business intelligence solutions

### Key achievements:

- Successful introduction of PSD2 interfaces for several financial institutions.

## HEAD OF MARKETING EUROPE

**Rakuten (5 countries in Europe) | May 2013 - Sep. 2016**

**P&L responsibility: €1.9m | Team size: 10 employees**

Head of the marketing department. Focus on B2B2C marketing to build the marketplace business. Development of media cooperations, PR and ATL activities, as well as lead management strategy. Planning and implementation of events and storytelling. Synergies through networking the marketing teams in Europe.

- Development and implementation of a European go-to-market strategy for Rakuten.
- Supporting the European business development team in setting up the Rakuten Eco-System

### Key achievements:

- +25% dealer growth through the introduction of a lead management strategy for dealer acquisition (B2B marketing).
- Refinancing of marketing expenditure through successful cooperations.

## VARIOUS MARKETING AND SALES ACTIVITIES

openForce Information Technology GmbH | Feb. 2012 - May 2013

Schiessel-EDV VertriebsgesmbH | Dec. 2008 - Dec. 2012

M+K Wien Werbeagentur | Oct. 2007 - Dec. 2008

Brevillier-Urban Schreibwarenholding GmbH | May 2005 - Sep. 2007