



DANIEL KOBELT

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SHORT PROFILE

- **Marketing cannot be separated from digitalization.** Successful and supra-regional marketing of companies requires both topics to be implemented in an innovative, proactive and process-oriented manner. It is important to always think outside the box to link topics that at first glance have nothing to do with each other.
- **Technology is our friend**, so it is important to know which tools and mechanics are useful for which tasks. With my **experience and expertise in building AI automation and business intelligence solutions**, I can define and successfully implement digitalization initiatives.
- **My management style** is characterized by trust, my positive view of the big picture and the promotion of my employees' conscious and unconscious skills. I prefer to work in a team with full decision-making authority.
- I see myself as a **driver of progress and optimization** with a "feel" for future-oriented developments, and I am also a very reliable companion for the associated **change processes**.
- **Transparency and measurability** are important to me! Therefore, my motto is that there is nothing that cannot be made measurable. Modern technologies are our tools and must be implemented. That's why marketing is the department that needs to be confronted with digital initiatives first - keyword AI!
- **My entrepreneurial mindset** makes me a success-driven manager who takes responsibility for what I do. **My overriding goal is efficiency**. I achieve this through continuous optimization and a self-critical approach that scrutinizes both my own performance and that of others.

MY OBJECTIVE: MANAGEMENT / BU MANAGER

I am looking for a responsible management or executive role, preferably as COO or CMO, with a focus on process optimization, digitalization, organizational development and the development of new business areas in national or international companies.

BERUFSERFAHRUNG

- 2024/04 – 2024/12 **Mykorisa Digital Consulting GmbH**, <https://mykorisa.com>
Senior Consulting Partner Business Transformation
- Consulting in the areas of digitalization & marketing efficiency.
 - Digital transformation projects with a focus on automation and process optimization to increase efficiency.
 - GTM strategies for tech start-ups & established companies.
- Achievements:**
-30% manual reporting effort | -15% costs (AI marketing controlling) | EU digitalization-project: CO² measurement in ports | Definition of XaaS platform standards.
- 2017/09 – 2024/04 **Daikin Airconditioning GmbH Central Europe**, www.daikin-ce.com
General Manager Marketing & Digital Transformation CEE
P&L responsibility: €13 million | Team size: 45 employees in 16 countries
- Overall strategic & operational responsibility for marketing & digital operations.
 - Establishment of an innovation team & PMO for business & process optimization.
 - Management of group-wide transformation projects (RPA, BI, CX, KPI).
 - Leading interdisciplinary teams & close integration with headquarters.
 - Representation in external audits & responsibility for KPI-based transparency.
- Achievements Marketing:**
+300 % budget | -50 % agency costs | +25 % NPS | +15 % brand awareness | opening of flagship stores (retail strategy) | launch of web stores (B2C & B2B).
- Achievements Operations:**
+200 % partner network | automation of warranty processes (-167h/month) | O2O process control | KPI dashboards & SAP/Salesforce integration.
- 2016/09 – 2017/09 **DK3 Consulting (self-employed)**
Consulting and sales on the topic of “digital transformation”
- Consulting and sales of a PSD2-compliant API solution to financial service providers.
 - Focus: process automation, business intelligence & fintech strategy.
- Achievements:** Introduction of the interface at several Austrian banks.
- 2013/05 – 2016/09 **Rakuten Austria GmbH** (HQ Japan) - eCommerce
Head of Marketing Europe
- Launch of the marketplace model (B2B2C) in Austria & development of the GTM strategy.
 - Retailer acquisition, media cooperations & brand positioning.
- Achievements:**
+25 % retailer growth | Launch Austria with B2C campaign & TV commercial.

2005 – 2013	VARIOUS MARKETING AND SALES ROLES openForce – Head of Marketing & Sales Schiessel-EDV – Marketing- und Sales M+K Wien advertising agency – Account Manager Brevillier-Urban – Marketing-Assistant
1996 – 2005	UCI-Kinowelt – Operation Manager (during studies) OnDuty advertising agency – Promotor (during studies)

EDUCATION

1996 – 2005	Vienna University of Business Administration & Economics (Diploma: MBA)
1995 – 1996	Mandatory Army Services
1988 – 1995	High School GRG 12 Singrienergasse (Vienna)

PUBLICATIONS (E-BOOKS)

- [„Business Intelligence - AI and Automation“](#) (2024)
[„Customer Experience - Ways to achieve successful customer loyalty“](#) (2024)

FURTHER EDUCATION

2024	Marketing Automation-Funnel (TAC The Advertising Collective)
2022	Leadership Curriculum (Trainconsulting)
2019	MS Power BI Advanced (Excellab)
2018	Project Management (Primas Consulting)

FURTHER COMPETENCES

LANGUAGES:	German (native) English (C1) French (A2)
IT KNOWLEDGE:	MS Office 365: Power BI, SharePoint, Power Apps ERP, CMS and CRM: SAP, Adobe Suite, Confluence, WordPress, Drupal, Salesforce, Emarsys, Mail Chimp, Survey Monkey, Question Pro, HubSpot, Pipedrive, Canva. Marketing 3rd party tools: Meta, Google, Instagram, TikTok, LinkedIn. Marketing-Automations: HubSpot, FunnelCockpit, Zapier, Instantly, Zapmail. MS Azure Server Cloud

References available on request.