

Who's **Jonathan Moeller**? He is the founder of **foryouandyour customers**, inventor of the "Exploded View", and expert on digital change – since 25 years.



More about Jonathan Moeller (jom) at <https://jom.foryouandyourcustomers.com>.

#### **What Jonathan Moeller offers**

He advises on and guides your company to foster its development. He provides the management team with a better overview of the current company structure, and creates clarity as basis for improvements. Companies need maturity in various areas: in dealing with data, in developing systems, in building skills and processes, in empowering the organisation and in creating exciting customer experiences. His strengths include setting the right priorities and recognising and optimising the interactions and deficiencies within each area.

Jonathan Moeller is not only available as a consultant, but also as a keynote speaker, initiator, coach and lecturer.

#### **His Background**

Jonathan Moeller can draw on his experience gathered during 142 customer projects over the last 25 years. He guided leading national and international companies in various industries, including retail, wholesale, manufacturing, consumer goods, fashion, health care, logistics, tourism, financial services and government, in their development of digital business capabilities.

Jonathan is a serial entrepreneur. So far, he founded eight companies, the first one together with his brother in 1990. After completing his second intermediate diploma, he discontinued his architectural studies at the Swiss Federal Institute of Technology (ETH) in order to found of Smartmedia AG (now: Unic Holding AG). By 2010, he built that company to five locations in Europe. 2010 he founded foryouandyourcustomers together with his friends. That company is based on the idea of a central, market-oriented product management that feeds all channels which Jonathan has developed in 2001. Today, that capability is called Product

Information Management (PIM) or Digital Supply Chain and is the foundation for a successful approach to omnichannel. In 2013, he wrote the book "Multichannel Guidelines", one of the best-selling books on that topic.

Jonathan Moeller continuously seeks to find ways how companies can position themselves optimally for both employees and customers. This led to the "Exploded View" model ([http://fyayc.com/explodedview\\_en](http://fyayc.com/explodedview_en)), which is both used in many companies globally and is taught at various universities.