

Who's **Fabian Engeln**? Senior E-Commerce Consultant at **for youandyourcustomers**, supporting you to reach your conversion goals in the onsite shopping journey.



More about Fabian Engeln (fen) at <https://fen.foryouandyourcustomers.com>

What Fabian Engeln offers

As Senior E-Commerce Consultant in the areas of Onsite Search and Analytics, Fabian Engeln supports you to align your organisation, processes, systems and data to the customer needs in the shop search. His passion is to work with international markets, to engage in foreign cultures and thereby improving your business. He creates surprisingly simple, innovative and individual multichannel experiences for you and your customers.

“入乡随俗

Rù Xiāng Suí Sú

- Observe the customs of a foreign place and adapt to them; when in Rome, do as the Romans do.”

His Background

Fabian Engeln early discovered his interest in foreign languages and cultures. This is why he started to learn Chinese at a high school in Beijing at the age of 16. During numerous trips to Russia, he dived into one of the most spoken Slavic languages – Russian. His interest in technical and also economic matters was the catalyst for studying his bachelor in Industrial Engineering, finishing with a B.Sc. degree at the age of 23. He also accomplished a semester abroad at Tsinghua-University in Beijing to continue developing his Chinese skills. Further moving to Lund in Sweden, he completed his one-year master program in “International Marketing and Brand Management”.

Since July 2016 Fabian operates at foryouandyourcustomers in Munich. He supports numerous international B2C and B2B corporates in evaluating, implementation and continuously developing their digital solution architecture. He developed skills not only in the field of data analytics and tag management, but also in requirements engineering and software implementation.