

Who is **Franco Kölliker**? As senior project manager and consultant at **foryouandyourcustomers** he brings a lot of e-commerce- and omnichannel knowledge from practice.



More about Franco Kölliker (frk) at <https://frk.foryouandyourcustomers.com>.

#### **What Franco Kölliker offers**

Franco Kölliker draws on a broad range of experience in the areas of e-commerce and digitalisation. He guides you through the digital change and develops strategies for you that offer sustainable added value. Practical and with a strong focus on implementation, he advises you on the conception, planning and realization of e-commerce and omnichannel projects to successfully position and develop your brand. By consistently focusing on the needs of your customers, he establishes successful solutions for you.

“I would like to focus on the customer with you.”

#### **His Background**

His enthusiasm for marketing was already reflected in his choice of university degree and even led him to Denmark to obtain an international master's degree in marketing. After his studies, Franco first collected his practical knowledge in the areas of CRM & Marketing Analytics before devoting himself to e-commerce and omnichannel marketing for several years. In addition to his practical experience, Franco also has the valuable basis for an optimal conception, planning and implementation of a correspondingly successful omnichannel strategy through part-time training in the Cross-Channel Management Seminar at the HSG in St. Gallen. It is central for Franco that the end customers define the guard rails for all projects and business models.

Besides German as his mother tongue, Franco Koelliker is fluent in English and French.