

Who is **Daniel Darioli**? As a senior project manager and consultant at **foryouandyourcustomers**, he brings a wealth of practical e-commerce and multichannel knowledge to the table.



More about Daniel Darioli (dan) at <https://dan.foryouandyourcustomers.com>.

What Daniel Darioli offers

He can advise on the conceptualisation, planning and implementation of e-commerce and multichannel projects in order to position and develop your brand successfully. By consistently focusing conventional and digital marketing and sales channels on the needs of your customers, he can establish successful and sustainable solutions for you.

I want to work with you to create and implement your vision and ambition with surprising simplicity.

His Background

After 32 years of professional experience in large Swiss companies, Daniel Darioli joined foryouandyourcustomers as a senior project manager. Daniel has enhanced his CV with different professional development courses in leadership and product ownership, as well as a master of advanced studies in marketing and business at the University of Basel. He speaks fluent French thanks to three years of working in western Switzerland.

Over the many years of his career at SBB, Post and TCS, Daniel built up several departments with a focus on sales, e-commerce, user experience and data-driven marketing.

As a programme leader and a line manager, he daily struck a balance between innovation and pragmatism, and now aims to pass on his versatile experience in dealing with digital change. His passion centres on optimal conceptualisation, planning and implementation of a correspondingly successful multichannel strategy. For Daniel Darioli it is key for the end customers to define the guiding principles of all projects and business models.