

## MERKLE NAMED SALESFORCE PARTNER OF THE YEAR 2025 IN SWITZERLAND

*Award honors Merkle's continued momentum and excellence in Salesforce implementation and strategy.*

### Press Release

**Zurich, March 27, 2025** – Merkle – a dentsu company – has been named **Salesforce Partner of the Year 2025 in Switzerland**, celebrating a strong and trusted partnership built over two decades and powered by passionate people, deep expertise, and impactful customer solutions.

With a global team of over **3,000 Salesforce-certified experts** and more than **11,000 certifications**, Merkle continues to grow its Salesforce practice across industries and markets. The award is based on a range of performance categories, where Merkle excelled in **Annual Contract Value Growth** and **Agentforce Certifications**.

The award ceremony took place on **March 17, 2025**, at the **Salesforce Partner Summit** held at the Salesforce's Swiss headquarters.

This recognition reinforces Merkle's ongoing commitment to delivering transformative, data-driven experiences – and marks another milestone in the company's successful collaboration with Salesforce.

### **Tobias Hollritt, Head of Sales and Alliances at Merkle DACH, said:**

*"Being recognized as Partner of the Year for the second time is a great honor – and a clear reflection of our team's commitment, expertise, and drive to make transformation real for our clients. We're proud to shape customer experience through the power of Salesforce, every single day."*

### **Valérie Bauloye, Country Lead Alliances & Channels Switzerland at Salesforce, said:**

*"Merkle stands out for its strong Salesforce expertise and deep understanding of customer needs. We value their drive, strategic mindset, and contributions to broader impact initiatives. They always step up to stay on top of our latest innovations like Agentforce and deliver customer success by helping businesses build digital workforces. A true partner."*

Picture material and press release for download:

- Portrait Tobias Hollritt
- Portrait Valérie Bauloye
- Team Picture Merkle & Salesforce
- Partner Of The Year Award 2025

Picture caption Merkle-Salesforce Team (left to right):

Christian Schmid, Partner Sales Senior Manager, Salesforce  
Valérie Bauloye, Country Lead - Alliances & Channels - Switzerland, Salesforce  
Tamara Ambrosini, Alliance Partner Lead DACH, Merkle  
Josua Kammermann, Director Strategy & Experience, Merkle  
Tobias Hollrith, Head of Sales & Alliances DACH, Merkle  
Wilm Schwarte, Alliances & Partner Sales Senior Manager, Salesforce

## **About Merkle**

Merkle, a dentsu company, powers the experience economy. For more than 35 years, the company has put people at the heart of its approach to digital business transformation. As the only integrated experience consultancy in the world with a heritage in data science and business performance, Merkle delivers holistic, end-to-end experiences that drive growth, engagement, and loyalty. Merkle's expertise has earned recognition as a "Leader" by top industry analyst firms, in categories such as digital transformation and commerce, experience design, engineering and technology integration, digital marketing, data science, CRM and loyalty, and customer data management. With more than 16,000 employees, Merkle operates in 30+ countries throughout the Americas, EMEA, and APAC. For more information, visit [www.merkle.com](http://www.merkle.com).