



Patrick Merz

CYBERSECURITY & DIGITAL SALES EXECUTIVE

Senior sales and business leader with 15+ years of experience spanning cybersecurity distribution, digital transformation, and enterprise consulting. Proven track record of scaling teams from 5 to 115 people, growing revenue by 400%, and managing P&L across Switzerland, Germany, and Austria. Currently serving as Head of Sales and Executive Board member at the DACH region's leading cybersecurity distributor.

CONTACT

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CORE SKILLS

Channel Sales

Cybersecurity

Salesforce

P&L Management

Team Building

Business Dev

CRM / CXM

DACH Markets

Digital Transformation

Executive Leadership

CERTIFICATIONS

PMP (PMI)

PSM I (Scrum.org)

ITIL Foundation V3

Salesforce Certified

Fortinet

Palo Alto Networks

Netskope

KEY ACHIEVEMENTS

400%
Revenue & headcount growth at Merkle

5→115
Team scaled from ground up

3→25+
Client base tripled, always profitable

CHF 170M
P&L responsibility managed

60%
Of BOLL workforce under leadership

80+
Students taught per semester

PROFESSIONAL EXPERIENCE

Boll Engineering AG

Jan 2024 - Present

Head of Sales • Member of the Executive Board

BOLL is the DACH region's leading cybersecurity distributor. As Head of Sales and Executive Board member, responsible for customer and vendor relations, quotes and orders across BOLL and its subsidiaries in Austria and Germany.

- Leads the sales department representing 60% of the entire company workforce
- Oversees relationships with key cybersecurity vendors including Netskope, Fortinet, and Palo Alto Networks
- Drives strategic direction as part of the Executive Board across the DACH region

Merkle (Dentsu Group)

Sep 2019 - Aug 2023

Salesforce Director → Operations Director

Merkle is a leading technology-enabled, data-driven customer experience management company. Progressed through three senior roles in four years.

Operations Director

Mar - Aug 2023

- Optimized internal operations including timesheeting, staffing, and customer satisfaction processes
- Led financial management, compliance, and external partnership programs

Salesforce Director - CH, DE & AT

Apr 2021 - Mar 2023

LANGUAGES

German	Native
English	Fluent
French	Basic

EDUCATION

BSc Business Informatics

Hochschule Luzern (HSLU)

2010 – 2013

Berufsmatura (Technical)

Berufsschule Aarau

2009 – 2010

PERSONAL

Married, father of four kids

President, Local Parents

Association

- Built four practice teams: Platform Consultants (CH & DE), eCommerce, and Industry Consulting
- Acquired new enterprise clients and projects across the region
- **Grew revenue and headcount by ~400%**
- Managed P&L of CHF 3 million with a headcount starting at 25

Salesforce Director – CH

Sep 2019 – Mar 2021

- Took over a team of 5 consultants and grew it to 25 through targeted hiring
- Tripled the client base from 3 to 10 clients, maintaining profitability throughout
- Built deep relationships with Salesforce AEs through joint pitches and regular engagement
- Successfully led the merger of Namics and Isobar teams in Switzerland

University of Applied Sciences of the Grisons (FH Graubünden)

Sep 2022 – Present

Lecturer – Digital Relationship Management

- Teaches Digital Relationship Management: E-Commerce, CRM, and Web Content Management
- Practice-oriented 4 ECTS module in Digital Business Management bachelor's programme
- Delivers both full-time and part-time formats to approximately 80 students per semester

Accenture

Sep 2013 – Aug 2019

Salesforce Delivery Lead, Architect & Integration Lead

Six years at one of the world's leading professional services firms, progressing across multiple technical and delivery leadership roles on major enterprise projects in the life sciences, energy, and industrial sectors.

- **2017-2019** – Salesforce Delivery Lead & Architect at a major life sciences company in Basel
- **2017** – SAP Application Management Service Manager at a leading measurement technology group
- **2015-2017** – Salesforce Integration Stream Lead at a major life sciences company in Basel
- **2013-2015** – PMO and Test Manager on a large-scale SAP implementation in the energy industry

Merz / swissclothes.ch

Jun 2008 – Dec 2013

Founder & CEO

Founded and operated an online clothing retail business trading under swissclothes.ch. Managed key supplier relationships with brands including Roxy, Quiksilver, and Billabong, and partnered with freestyle.ch to handle merchandise sales outsourcing.