

DANIEL KNAUF

TECHNOLOGY LEADER



STRATEGY + EXECUTION + RELATIONSHIPS.

EVERY BUSINESS NEEDS THESE.

With 30 years of experience across every aspect of software development and technology leadership, I have learned a few key tenets that serve as my guide.

I believe the work we do in technology should lead to **strategic outcomes**, not outputs. When teams are aligned to clear outcomes, we produce work with every bit of passion and heart as the best artists in the world. When done with integrity and humanity, we can create work that outlasts timeline and revenue expectations.

I believe in working together across disciplines, asking ourselves to be open to creative thinking to solve problems in new ways, to drive **quality execution**.

Today, that means harnessing AI to amplify what people can do, connecting human expertise with intelligent systems to deliver outcomes neither could achieve alone.

I believe in helping clients and team members focus on people first. Empathy and inclusivity will produce not

only a better product, but create better **relationships** with customers and for those involved.

When done well, Strategy + Execution + Relationships make everything more fun, more profitable, and more sustainable.

THIS IS THE WORK I DO.

PROFESSIONAL
SUMMARY

A technology leader with experience, focused on making a positive impact to businesses using technology, storytelling, and engaging customer experiences. I leverage my experience building technology solutions to grow brands’ businesses by offering strategic points of view, innovative approaches, and unique perspectives on how to solve business challenges with technology.

CORE STRENGTHS

Driving True Digital Transformation through modernization of technology teams and processes to enable new business models in the digital era.

Building High Performing, Collaborative Teams in the face of industry disruption by leveraging servant leadership to empower teams with true ownership of their product.

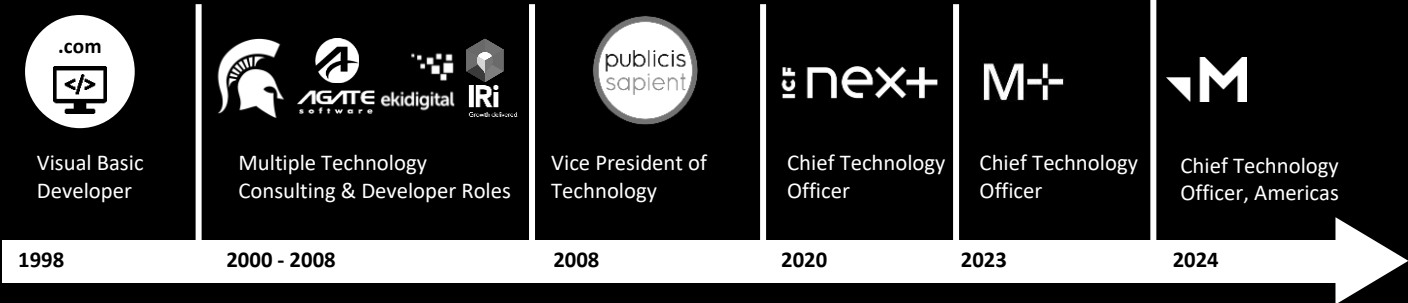
A Loyalty and Marketing Technology Expert that can bridge traditional silos to build the right platform to maximize customer experience and value.

Ability to Operate and Deliver in consulting organizations where billability is important while also shaping talent in the organization to match corporate growth strategies.

SKILLS

- Agentic AI Platform Design
- AI-Powered Ways of Working
- Agile Methodologies (SAFe)
- Cloud Migration
- CX Transformation
- DevOps & Automation
- Digital Product Development
- Digital Transformation
- Leadership & Team Building
- MarTech & E-Commerce
- Multi-Agent Orchestration

CAREER TIMELINE



CLIENT & BRAND EXPERIENCE

- Adobe, Inc.
 - Amazon
 - City of Chicago
 - Emaar Properties (Dubai)
 - Enterprise Mobility
 - Hilton Worldwide
 - Home Depot
 - Huawei (China)
 - Hyatt Hotels
 - Indigo Books (Canada)
 - Jinjiang International (China)
- Kellogg Company
 - KPMG
 - LEGO Group
 - Manulife Insurance
 - McDonalds
 - Miral (Abu Dhabi)
 - NFL / Superbowl XLI
 - PepsiCo
 - Pizza Hut (Yum! Brands)
 - Procter & Gamble
 - Sam’s Club
- SeaWorld
 - State of Michigan
 - State of Minnesota
 - State of New Jersey
 - Ulta Beauty
 - U.S. Bank
 - Walmart
 - Walt Disney Company
 - Whataburger
 - Wyndham Hotels & Resorts
 - Yas Island (Abu Dhabi)

PROFESSIONAL
EXPERIENCE

Merkle, EVP, Chief Technology Officer, Americas

2024 - Current

Executive Vice President and CTO for Merkle Americas, responsible for defining and executing the regional technology and AI strategy. This role spans market-facing innovation, agentic AI platform development, and empowering Merkle's technical community to deliver transformative outcomes for Fortune 500 clients, and leading AI focused advisory services.

Primary Responsibilities:

- Architected Merkle's AI strategy around two GTM initiatives: AI for CX, powering agentic marketing and customer experiences, and AI for Enterprise, enabling organizations to adopt and scale AI with speed and confidence.
- Led design and adoption of the Agentic Ways of Working platform, a unified delivery workbench for Merkle that embeds AI agents into every phase of client delivery.
- Executive leader of Merkle's AI Advisory practice, forward deploying consultants to client environments to directly solve their biggest challenges with AI adoption and value realization.
- Drove AI capability deployment of Merkle AMERS workforce, shifting the organization from AI pilots to proven, operationalized workflows across Fortune 500 client engagements.
- Served as executive technology sponsor for strategic client engagements in marketing, commerce, and CX, supporting growth and market positioning within dentsu's global network.

Material+, Chief Technology Officer

2023 – 2024

Hired as Material's first CTO following the acquisition of Srijan, an India-based technology firm. As CTO, my remit is to integrate existing US-based technology and data capabilities with our new India-led technology offerings, and bring technology enablement to the insights, strategy, and loyalty offerings across Material. Successfully sold the company to new private equity holders in 2024.

Primary Contributions:

- Drove increased pipeline throughput of technology solutions, by crafting go-to-market solutions with primary partners, including Acquia, Salesforce, and Braze.
- Created a global shared services practice for 500+ technologists, including organizational transformation ladder up to an entirely re-integrated company operating model.
- Created integrated go-to-market offerings linking technology, data & analytics, customer data platforms, CX engagement, CRM, and loyalty offerings.
- Led global AI strategy for novel applications of Generative AI, LLMs, and NLG.

ICF Next, Chief Technology Officer

2020 – 2022

CTO and overall technology executive for ICF Next, the commercial marketing division of ICF International (Nasdaq: ICFI). Accountable for overall technology strategy and delivery of experience-led transformation, MarTech platform solutions, Agile Transformation, and product engineering for Tally, the leader-quadrant loyalty product for Travel, Hospitality, and Retail customers. Exited late 2022 upon successful sale of business units to private equity.

Primary Contributions:

- Lead organizational and operational aspects of engineering, quality, and automation teams spanning a global distributed delivery team in the US, Canada, and India.
- MarTech-at-Scale for global customers, built on Adobe Marketing Cloud solutions.
- Cloud strategy for Tally, ICF Next's leader-quadrant loyalty platform for T&H and Retail.
- Driving growth and engineering maturity through DevOps culture, talent development, and agile delivery tools & methods.

Publicis Sapient, Vice President, Technology

2008 – 2020

Engineering leader for Digital Business Transformation programs, leading global technology teams up to 115 people on accounts with revenues of \$25M+ YoY. Worked onsite in the U.S., Canada, U.K., Europe, India, Middle East, and China. Held an internal designation of Central Region technology lead.

Notable Achievements

- Contributed to 16% growth of regional revenue from €164M to €191M in 2017 and 7% growth to €205M in 2018, leading North America in regional growth both years
- Grew technology revenue in major accounts, including McDonald's, USAA, U.S. Bank, and Cargill
- Created national training programs for software, data, and experience engineering to raise the bar of junior consultant skills, while shortening onboarding time from 90 days to 30 days
- Built and led Sapient's Sitecore global practice from the ground-up, creating €40M in new annual service revenue and establishing Platinum level partnership with Sitecore.

Prior Titles at Publicis Sapient (Sapient, SapientNitro, SapientRazorfish)

- 2015 – 2017: Director, Technology and Sitecore Global Practice Lead
- 2012 – 2015: Senior Manager, Technology
- 2008 – 2012: Manager, Technology

Previous Work Experience

2000 - 2008

2006 – 2008 Electronic Knowledge Interchange (EKI Digital)

Roles: Consultant, Specializing in Microsoft Technologies

Developed custom software products for Walmart and Sam's Club in Bentonville, Arkansas. Worked directly with client stakeholders to design software to automate U.S. customs processes for international freight.

2004 – 2006 Information Resources, Inc. In-Store Solutions Group

Roles: U.S. Automation Leader and Software Analyst

Mobile development based on Windows 95 tablets and Dell PDA devices for the purpose of collecting grocery store data. Promoted to U.S. Automation Lead to automate data processing and analytics for key clients such as PepsiCo.

2002 – 2004 Agate Software, Inc.

Roles: Project Manager and Internet Applications Developer

Worked on projects for State governments to convert paper-based grant funding to online forms and digital workflow. Worked onsite with the states of Michigan, Minnesota, and New Jersey.

2000 – 2002 James Madison College, Michigan State University

Roles: Information Systems Administrator and Lead Applications Developer

Acted as the Dean's chief advisor on technology for the College. Complete overhaul and deployment of all networked computing infrastructure. Designed, coded, and managed College website.

EDUCATION + CREDENTIALS

FORMAL EDUCATION

M.B.A., Kellogg School of Management,
Northwestern University

B.S., Computer Science,
Michigan State University

Executive Education Courses:
Product Management, and Cyber Security
Coller School of Management, Recanati School
of Business, Tel Aviv University

Executive Education Courses:
Consumer Psychology and Deal Making in Asia
HKUST Business School, Hong Kong University of
Science and Technology

ADDITIONAL CREDENTIALS

CERTIFICATIONS

- AWS Certified Cloud Practitioner
- AWS Certified Solutions Architect - Associate
- Scaled Agile Framework for Enterprise (SAFe) 4.6, 5.0, 5.1, 6.0
- Microsoft Certified Professional; Various Specializations for .Net, SQL Server, and SharePoint

MEMBERSHIPS

- Forbes Technology Council
- Adobe Partner Advisory Board
- CXO Collaborate
- Sitecore Most Valuable Professional, Ambassador (2018 – 2020)



THOUGHT LEADERSHIP

[Driving Continuous Marketing Innovation through Connected Platforms](#)

Adobe Summit, April 2026

[The Agentic AI Playbook: Build Smarter Automation with Practical Use Cases](#)

Merkle.com, January 2026

[Real-World Lessons from Building with Salesforce Agentforce](#)

Merkle.com, February 2025

[AI Agent Harmony: Composing The Future of AI Collaboration](#)

Forbes.com, February 2025

[How Businesses Can Separate AI Hype from Practical Impact and Value](#)

Forbes.com, February 2024

[AI in the Workplace: Rapid Transformation Demands a Culture of Continuous Learning](#)

LinkedIn.com, February 2024

[Forbes Technology Council, Multiple Expert Panels](#)

Forbes.com, August 2023 to Present