



Alvarez & Marsal Appoints Managing Director Daniel Mahler to Strengthen European Retail and Consumer Practice

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Daniel Mahler joins A&M's EMEA Corporate Transformation Services Practice

Zurich, 22nd January 2026 – Global professional services firm Alvarez & Marsal (A&M) announces today the appointment of [Daniel Mahler](#) as Managing Director in its Retail & Consumer team, within its EMEA Corporate Transformation Services practice.

Daniel brings more than 30 years of operational and C-suite advisory experience across the global consumer goods and luxury sectors, with deep experience in Europe, the U.S., and China. His work has focused on helping multinational businesses navigate complex market dynamics, strengthen operational growth and margin performance, and set long-term strategic direction.

Daniel joins A&M from The Estée Lauder Companies in New York, where he served as Executive Vice President and as a member of the Executive Committee. He played a central role in both near-term operational delivery and setting enterprise-wide strategy. His responsibilities included day-to-day integrated business planning, supporting the CFO and CEO on financial guidance and long-range planning, aligning senior leadership around enterprise priorities, leading category management, steering major transformation initiatives, and spearheading the company's geopolitical risk management process.

Prior to this, Daniel spent nearly two decades at Kearney, where he led the Americas region. During his time at the firm, he advised the C-suite of some of the world's largest consumer companies across food and beverage, prestige beauty, confectionery, and retail. As a senior partner, he led dozens of global performance improvement and merger integration programmes and counselled clients on marketing, category and portfolio management, operations, and sustainability.



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Daniel's appointment further strengthens A&M's European Consumer and Retail practice, led by Andre Medeiros and Erin Brookes, as the firm expands its end-to-end transformation offering to boost both clients' top- and bottom-line across Europe and internationally.

Erin Brookes, Retail & Consumer Co-Lead EMEA and Managing Director at Alvarez & Marsal, said: "Daniel's hands-on operating experience, strategic acumen, and global perspective make him a great asset to our clients. As consumer and luxury businesses navigate rapid shifts in market dynamics, Daniel's ability to translate complexity into decisive action will help drive meaningful impact."

Daniel commented: "Consumer and luxury companies are facing dramatic pressures—from fragmenting consumer demand, unprecedented geopolitical pressures, and accelerating challenger brand competition. Throughout my career, I've seen that strategic clarity is necessary but not sufficient. Disciplined execution and a results-obsessed approach to transformation can unlock substantial value. A&M's results-driven culture that has an owner/investor lens resonates strongly with me. Here, I can combine my experience as an operator with my strategic advisory background to build value for the long term."

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About Alvarez & Marsal

Founded in 1983, Alvarez & Marsal is a leading global professional services firm. Renowned for its leadership, action and results, Alvarez & Marsal provides advisory, business performance improvement and turnaround management services, delivering practical solutions to address clients' unique challenges. With a world-wide network of experienced operators, world-class consultants, former regulators and industry authorities, Alvarez & Marsal helps corporates, boards, private equity firms, law firms and government agencies drive transformation, mitigate risk and unlock value at every stage of growth.

To learn more, visit: [AlvarezandMarsal.com](https://www.alvarezandmarsal.com).



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