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DIGITAL MARKETING

# Nadja Perroulaz: Every Crisis has Side



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By **Kossi Adzo**



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## First of all, how are you and your family doing in these COVID times?

**Nadja Perroulaz:** We are all doing well, thank you. Of course, there have been several adaptations to make to cope with this uncertain situation. Gladly working from home, something we got used to as well as wearing face masks and being limited in our lives. We are doing our best to support each other and our customers and are looking forward when we can meet in person again.

## Tell us about you, your career, and how you founded Liip.

**Nadja Perroulaz:** I co-founded this company in 2007 with 3 partners. Back then, digital solutions haven't been as they are now. In the last 14 years, we evolved a lot, from 3 employees to 1800 with hundreds of projects and amazing clients. For more than a decade, Liip has been helping customers overcome digital challenges – from developing award-winning online platforms, mobile apps, and online shops, through to coaching businesses on new ways of working. From A to Z we cover with experts in strategy, ideation, user experience, and custom development – whether start-up, large company, or federal authority, we focus on digital mobility. Rather than off-the-peg solutions, we offer digital progress: user-centered innovations with a social, environmental, and economic impact. Since 2016 Liip works in an agile way in self-organized teams using Holacracy. Means there are no bosses, just entrepreneurship and drive.

## How does Liip innovate?

**Nadja Perroulaz:** We strive for user-centered innovations with a social, environmental, and economic impact on our customers. Open Source is part of our DNA, and we are always applying creative problem-solving, agile methodologies, and Holacracy. Our strength is our mindset: we work in a truly agile way. We don't offer ready-made standard solutions but digital progress on all levels to our customers. We provide support with not only implementation but also finding the right solution – from websites, mobile apps, and online shops through to digital platforms.

## How the coronavirus pandemic affects your business and

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business. As there are many companies in need of state-of-the-art websites, apps, commerce platforms.

## Did you have to make difficult choices and what are the lessons learned?

**Nadja Perroulaz:** I'm sure every person and every company had to make difficult choices during the last year. To us, the protection of Liipers was of high priority. That's why we're working from home for a year now. And yes, we miss our offices a lot as this is an important part of our strong mindset and culture. Business-wise we took the groundbreaking decision to focus on meaningful growth, that was difficult, but we are confident to drive digital growth for our clients in the future too.

## What specific tools, software, and management skills are you using to navigate this crisis?

**Nadja Perroulaz:** Transparency, caring and good financial management helped to move the company forward together with all its employees. Insights and planning of the product to focus on the company's core values. And of course, we've already been used to using online communication tools and used them for and with our clients.

## Who are your competitors? And how do you plan to stay in the game?

**Nadja Perroulaz:** Any digital agency has many competitors; from creation and communication agencies to big consulting companies. The consolidation of the market started a couple of years ago already and got more comprehensive in 2020. We will stick to the business we do to serve even more clients in the future.

## Your final thoughts?

**Nadja Perroulaz:** Liip is nothing without its people. Only because of the self-organization and a lot of trust in roles and skills we are at the point we are facing now. I am very confident that and look confidently into the future.

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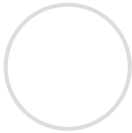
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**Kossi Adzo**



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