

CV Marnix Bügel PhD

Founding Partner MIconpany



M. (Marnix) S. Bügel PhD (1966) is managing director and founding partner in the Marketing Intelligence Company (MIconpany). MIconpany was founded in 2006 and has expanded to be Europe's leading *analytics* agency. The MIconpany team consists of 35 employees and is being lead, together with Bügel, by Edwin Kooge, Natasha Walk and Martin Heijnsbroek (former McKinsey partner). The employees generally have a strong background in Econometrics with outstanding academic records (over 10 employees have graduated cum laude once or twice).

MIconpany distinguishes herself by her specialization of top management focus and her services focusses on sustainable growth. Next to identifying growth opportunities for the board, MIconpany also helps in the development of an analytics capability within companies. MIconpany has developed a special training school for this, the Marketing Intelligence Academy (MIacademy), and her own Analytical Suite. The analysts of KPN, NUON, ASR, NS, Goede Doelen Loterijen and MIconpany are being educated through the unique three years program. The Analytical Suite is a dynamic software environment for commercial control from the board in large companies to keep track on monthly developments of (client) performances in the current market and to forecast the year end expectations (YEE).

Bügel studied Computer Science at the Faculty of Mathematics and Natural Sciences of the University of Groningen. In 2010 he acquired his Phd at the Faculty of Economics of this same university with a thesis concerning the application of psychological theories for an improved understanding of customer relationships. Bügel started his career as the first database marketing analyst at ABN AMRO Bank. After which he spend ten years, of which six as a partner, for the largest marketing consultancy firm in the Netherlands; VODW.

Bügel is author of the bestseller 'Customer Loyalty'. He regularly gives interviews on the subject of Customer Loyalty, Commercial Analytics and Marketing Intelligence for radio, television, magazines and newspapers. These media include interviews for the television programs 'Kassa' (VARA) and RTL Z, Radio 1 and for newspapers and magazines such as Elsevier, Vrij Nederland, NRC, NRCNext (front page), de Financiële Telegraaf, het Financieel and Algemeen Dagblad. Dutch business magazine Quote included him on the list of the best professionals in the Netherlands and he is included on the list of best marketers by the Dutch Marketing Magazine. He has also been invited by the international academic community to participate in the four yearly thoughtleader conference on Customer Management. Bügel is married and has three children.