

Drs. Edwin Kooge: professional history

Founding Partner of MIcompany

Edwin Kooge (1968) studied Business Economics (specialising in Marketing and Market Research) and Economics at the University of Groningen (RUG).

During his studies, Kooge worked as a trainee at Geo-Marktprofiel (a subsidiary of Wegener DM that supplies postal code and lifestyle information) and was later employed as a data analyst with the same company.

From 1995 to 1999, Kooge was part of the management team of BPK (currently known as Acxiom), which specialises in compiling and analysing marketing databases.

From the end of 1999 to 2006, Kooge held the position of Managing Consultant at VODW Marketing. Working together with colleagues Marnix Bügel and Natasha Walk, Kooge was responsible for the setting up, development and daily operations of the Marketing Intelligence unit, as well as acting as Project Leader for various large-scale projects in the area of customer value management.

In September 2006, Kooge joined with Bügel and Walk to set up a new agency: MIcompany. MIcompany enables companies to identify sustainable opportunities for further growth themselves, through the development of innovative customer insights on the basis of available customer data. MIcompany works for the cream of the Dutch business community, including KPN, ING and Achmea.

Within MIcompany, Kooge focuses on tracking down and bringing to light substantial opportunities for corporate growth, through the explanation of differences in customer value on the basis of factors that can be manipulated, i.e. 'de-averaging the customer base'.

Outside MIcompany, Kooge acts as a member of the Advisory Board of the University of Groningen's Department of Economics. He is also an ex-board member and co-founder of CRM Association NL. In 2005, Kooge worked together with Professor Peter Verhoef (RUG) to set up the extremely successful 'Customer Value Management' programme for the Academie voor Management (Management Academy) in Groningen, which comprises 15 half-day modules.

With 15 years of experience in Marketing Intelligence, Kooge is recognised as an expert in his field with regard to the utilisation of customer data for marketing purposes. He has various publications in specialist journals to his name and is regularly invited to speak at seminars and conferences.