

## **CV drs. Martin Heijnsbroek**

*Partner MIconpany*



Drs. M. (Martin) Heijnsbroek (1970) is partner of the Marketing Intelligence Company (MIconpany) since April 2011. Previously, he was responsible for Marketing & Sales in the Benelux as partner at McKinsey & Company, and one of the leaders of the McKinsey's European Marketing & Sales Practice. Because of his passion for applying Analytics in Marketing and Sales, he has focused within McKinsey Europe on utilizing insights from customer data and supporting large companies in these transformations since 2004. In these transformations (within Telecom, Banking, Insurances, Retail, E-commerce and Digital Media amongst others) he cooperated with MIconpany on more than 10 projects, which formed the base for his transfer in April 2011.

Within MIconpany Martin focuses on the development of the 'Your Analytics' concept. Through Your Analytics, Martin supports companies in the development of capabilities and reinforcing the organization. At the same time, he wants to convert the traditional project driven way of cooperation to more flexible and sustainable ways. Your Analytics is aimed initially at strengthening the skills of young and more experienced talent, the development of tools and software for companies (instead of illustrating opportunities using PowerPoint), and the specific support of companies by MIconpany talent using subscriptions.

As a McKinsey partner, Martin gained experience on more than 20 commercial transformations, of which a large number outside the Netherlands. In 2004 he founded McKinsey's Customer Lifecycle Management Practice, the discipline which strives to optimize the customer's lifecycle for value creation, based on large customer databases. Moreover, Martin is founder and board member of Digital Friday (the community of top marketers and digital media talent), is speaker at conferences, board member of the Technique and Marketing Foundation (STEM), and is passionate about stimulating innovation in the area of Amsterdam through an Open Data environment.

Martin studied Econometrics at the Erasmus University Rotterdam, where he was a student assistant at the Faculty of Mathematical Economics between 1989 and 1993. In 1997 Martin received his MBA title at INSEAD.