

Drs. Natasha Walk: professional history

Founding Partner of MIcompany

Natasha Walk (1969) studied Business Economics at Tilburg University, specialising in Marketing and Market Research.

In 1993, Walk joined BPK (presently known as Acxiom), to work as a specialist in the development and analysis of marketing databases. In 1995, Walk became a member of the BPK management team, where she held responsibility for the development and direction of the Analysis department.

From the end of 1999 to 2006, Walk was employed by VODW Marketing. Working together with colleagues Edwin Kooge and Marnix Bügel, Walk managed to develop VODW Marketing Intelligence into a successful team of 15 professionals that boasts the highest customer and employee satisfaction scores of VODW Marketing's three formulas. As Management Consultant, Walk had joint responsibility for the unit's daily management.

An important foundation for the successful growth of the new unit is the internal training programme developed by Walk, which focuses on developing newly started out advisors into true MI professionals. In 2005, Walk took a similar training demand on the part of the clients as a cue to translate this concept into MIacademy. This institute allows talented MI professionals to reach the absolute top of their field. During her time at VODW Marketing, Walk also served as Project Manager for various large-scale projects in the area of Customer Segmentation, Customer Equity and the set-up of Marketing Intelligence organisations.

In September 2006, Walk co-founded a new agency in partnership with Edwin Kooge and Marnix Bügel: 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, Walk focuses on training high-potential candidates in the MIacademy programme (which has since been incorporated in the MIcompany organisation) and developing departments in the area of Marketing Intelligence.

In addition, Walk has been employed as a lecturer for the professional training institute SRM for a great many years. She is responsible for the new design of the Data Analysis training course, which makes an important contribution to database analysis in theory and practice.

With 14 years of experience in Marketing Intelligence, Walk is recognised as an

expert in her field with regard to the utilisation of customer data for marketing purposes and the development of MI talent.