

Arje Sanders MA (1986) is Managing Director Israel Office at MIcompany. He started his career as intern in 2011, during his Bachelor Econometrics and Operations Research. During his internship he assisted on deep analytical projects at KPN and Achmea. After writing his Master thesis at the Holland Casino, he started working on different projects for European market leaders in insurance, retail, telecom, banking and travel, in the Netherlands, Brazil, Israel, Greece, Turkey and Slovakia.

As a program manager, he gets energy by solving exciting business challenges with senior management, using Data Analytics. He has built an impressive track record of tangible business impact in the areas of customer based pricing, forecasting and customer value steering. Arje does this with his unique personality; he is a strong, direct, flexible and very well communicative strategist who will always work as hard as needed to get the best results. He often thinks in diverging directions, which leads to novel ideas and great impact.

Arje sees a growing consciousness in the market in the area of Data Analytics, accompanied with the struggle large corporates have on this topic. He believes companies can get much more value from their data, by focusing of specific impact programs and developing transformation roadmaps to do so. Together with the analytic and strategic management he develops these step plan, focusing on bringing change and building analytical capabilities within the organization. Article: [Steering operating units to growth through managing on customer value.](#)

Arje graduated in 2012 with an Econometrics & Operations Research degree (BSc and Msc) from the VU University in Amsterdam. During his study he got energy from the data driven assignments in Operations Research and entrepreneurship in his spare time. In these free hours he founded a football club and a tutor academy. Arje lives in Givat Shmuel, Israel, with his twin and wife.



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