

Drs. Folkert de Jong (1983) is Junior Partner at MIcompany. Folkert started his career as Marketing Intelligence Analyst at MIcompany in 2008. During the first years of his career he build deep knowledge and expertise of Data & Analytics in the MIacademy. As program manager and expert leader, he used this strong analytical fundament to transform national and international multinationals into data driven organizations. He is convinced that successful transformations always start with a strong and concrete perspective on the biggest opportunities for sustainable growth. By bringing this belief into practice he joined the partner group of MIcompany in 2016.

Folkert sees a huge potential in the new possibilities provided by the unique characteristics of digital data: customers and prospects give a lot of information about preferences, needs and intended behaviour which were not visible before. By linking this digital data with the 'traditional off-line data' and to enrich this integrated longitudinal customer view with customer value, there are endless opportunities to generate value for our customers and our customers' customers. His mission is to help executives to capitalize this new opportunities of digital data.

Folkert graduated in 2007 with an Econometrics & Operations Research degree from the RijksUniversiteit Groningen. During and prior to his study he solved multiple complex assignment with a data driven approach. He made an optimization model for scheduling emergency surgery time to a fixed amount of surgery rooms at ORTEC and conducted a study on the development and composition of casualties in traffic in order to improve the road safety.



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