

Drs. Geertje Zeegers (1982) is Junior Partner at MIcompany. She started her career in data and analytics in 2005 as an analyst for VODW Marketing. When MIcompany was founded late 2006, she continued her analytical path there, as the first analyst to join the company. Besides having a strong role in helping build the company, she also built up her own deep data and analytical expertise by working on analytical projects for different digital leaders and blue chip companies such as KPN, bol.com and Centraal Beheer as a senior analyst and program manager. She has a strong conviction that by embedding analytics within the organization, specifically in the people of these organizations, companies can realize sustainable value creation for their customers and themselves. The growth of MIcompany's clients resulting from implementing this conviction, has resulted in her entering the partner group in 2016.

Geertje sees strong possibilities for companies to create sustainable growth by utilizing the data within (and outside of) these companies. A key element in being able to do so, is building an analytical organization. By creating a culture of curiosity in all levels of the organization, from the analytical heart of the company (the analysts) to the CEO, the right questions are asked, analyzed, and converted into data insights and concrete growth opportunities. By helping the people in all these organizational levels to also understand how to implement data and analytics for decision making, commercial initiatives, and supply chain management, to name a few, companies can accelerate exponentially. Geertje has been building these capabilities in MIcompany's Academy programs for over 16 different clients, spread out over 13 different countries from all continents, together with the team she has built within MIcompany.

Geertje graduated in 2005 with a Social Psychology degree from the Rijks-Universiteit Groningen. During her studies, she specialized in consumer behavior and quantitative psychology. By combining quantitative research on consumer behavior with psychological models, she has addressed several loyalty-related questions, such as understanding how reciprocity in a relationship influences consumer loyalty towards companies.



Geertje Zeegers
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