

Dr. Marnix S. Bügel (1966) is an entrepreneur and thought leader in Data Analytics. Bügel studied Computer Science at the Faculty of Mathematics and Natural Sciences of the University of Groningen. In 2010 he acquired his PhD at the Faculty of Economics of this same university with a thesis about the drivers of building successful customer relationships. Bügel started his career as the first customer analyst at ABN AMRO Bank. In the next ten years, of which six as a partner, he built the Marketing Intelligence unit for the largest marketing consultancy firm in the Netherlands: VODW Marketing. In 2006 he took the initiative to establish a new company, MIcompany, with a new service concept fully specialized in Data Analytics. This new service formula combines opportunity finding with capability building within organisations. Part of this capability building is a learning school, MIacademy, which was also founded in 2006. In this learning school analysts of leading companies such as KPN, AEGON, Centraal Beheer and ABN AMRO are trained in a multi company multiyear program.

In 2009 Bügel created and launched another service innovation: the Analytical Suite. A software suite through which companies can follow, de-average and predict, with standardised metrics, the value development of their customer base. The software suite was adopted by a range of companies under which Achmea, Dirk, KNAB, NS and the Postcode Lottery.

As a result of above innovations the revenues of MIcompany have grown every succeeding year with an average (CAGR) of more than 20% from 2006 to 2016. Furthermore the company grew from 5 to 65 employees and from 3 customers in the Netherlands to 32 customers in 20 countries in 2016. MIcompany has offices in Amsterdam and Tel Aviv and has besides above mentioned companies many digital leaders as a client under which Bol.com, Booking.com and Naspers.

Bügel is author of the bestseller 'Customer Loyalty'. He regularly gives interviews as an expert on the subject of (Big) Data Analytics for radio, television, magazines and newspapers, like television programs 'Kassa' (VARA) and RTL Z, Radio 1 and for Dutch newspapers and magazines such as Elsevier, Vrij Nederland, NRC, NRCNext (front page) and the Dutch Financial Journal. The Dutch Business magazine 'Quote' included him on the list of the best professionals in the Netherlands and he is included on the list of best marketers by the Dutch Marketing Magazine. Moreover he (co-)authored six scientific articles with more than 200 official citations. Bügel is married and has three children.



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