

Dr. Roland Tabor (1968) is Partner of MIcompany since February 2015. Roland has an extensive retail experience in the areas of marketing, e-commerce and customer intelligence. As VP Personal Marketing he recently was responsible for the introduction of the new personalised Bonus card at Albert Heijn and the realisation of personal offerings. He also led the CBI team to further improve the impact of customer and business insights in the Ahold organisation. As CMO of Action Roland stimulated the strong growth of social media coverage. At V&D he successfully launched vd.nl in 2008 and as CMO he was responsible for turning vd.nl into its largest store. Roland strategically repositioned the V&D VIP program and turned it into a key driver of growth. Roland was member of the Supervisory Board of the LMN Air Miles program during 2009-2012.

Roland is excited by the enormous potential to be captured by customer insights based decision taking in Retail, e-commerce and FMCG. He believes MIcompany offers a sustainable solution of joint opportunity discovery and implementation combined with intrinsic capability building. In his view a joint partnership to structurally embed customer insights in the company DNA is key to generate lasting impact. Roland sees solutions where others see complexity and loves a simple approach to get things done.

Roland started his career at McKinsey & Company. In 1998 Roland obtained his PhD in Membrane Technology (Chemistry) at the Utrecht University. He lives in Amsterdam with his partner and two kids.



Roland Tabor  
Partner  
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