



PROFILE

- Marnix Bügel PhD (1966) is an entrepreneur and thought leader in Artificial Intelligence (AI) & Data Science
- Bügel is founding partner at **Mlcompany** and board member of **exquAlro**.

EDUCATION

- Bügel studied **Computer Science** at the University of Groningen (at that time the 2nd year of this study)
- In 2010 he acquired his PhD on the development of **Customer Loyalty** at the same university

CAREER

- Bügel started his career as the first (customer) **data analyst** at ABN AMRO Bank.
- In the next ten years - of which six as a partner - he built the **Marketing Intelligence Unit** for the leading marketing consultancy firm in the Netherlands: EY VODW
- In 2006 he **founded** Mlcompany to specialize in AI & Data Science and to introduce a new service concept in which consultancy was combined with education. For the education he launched an Academy (now the GAIⁿ Academy)
- From 2023 he is combining his work at Mlcompany with the board membership of **exquAlro**

MILESTONES

- With Mlcompany Bügel has built an international company with offices in Amsterdam and Tel Aviv (i), a leading position in the Dutch market (ii) and over 100 **best in class** data scientists and - engineers (iii)
- With Mlcompany he realized 15 - out of 16 – years of **successive growth** of revenue and EBIT
- In 2023, PE firm MML took a minority share in Mlcompany to expand its footprint in **Europe**.
- Based on the successes of the x border collaboration - he initiated with Professor Gerard Koppelman (University Medical Center Groningen) -, a new - not for profit - company exquAlro was launched in 2023. The purpose of exquAlro is to create **medical breakthroughs** with AI through research and education
- Bügel has been guiding *the board* of many **blue chip companies** in their AI & Data transformation under which KPN, Postal Code Lottery Group (4 countries), eBay (now Adevin^ta), Heineken, bol.com, Detail Result Group (Dirk), Aegon, Achmea (all brands), Enza Zaden and Nike (HQ Portland)
- He was the initiator of the development of **GAIⁿ@** in 2019. With **GAIⁿ@** a standardized curriculum and methodology for AI skill building across the organization was launched. The curriculum of **GAIⁿ@** consists of over 60 modules and is adopted by a large number of organizations (over 1000+ badges are issued)
- In 2006 he developed and introduced a **three year talent program** for young graduates. In this program more than 250 data scientists of blue chip companies have been trained. Furthermore, it has been fueling the best in class employee base of Mlcompany
- In 2009, Bügel co-created and launched the **Analytical Suite**: a software suite that enables companies to model, understand and monitor customer value creation. The Suite was adopted companies from different sectors among them companies from the insurance-, banking-, telecom-, public transport-, retail- and the lottery sector.
- In 2018 he co-initiated the development of two **vertical AI solutions** for the retail sector (AIRpro to increase the ROI of promotions) and telecom sector (SMART ROCE for network planning (fiber and 5G)).

PUBLICATIONS

- Bügel is co-author of several scientific articles under which an article about Allergy Prediction with AI published in **Nature** communications (2022) and articles about customer loyalty, Corporate Social Responsibility (CSR) and customer engagement
- He is author of the **bestseller** 'Customer Loyalty' (book), the thesis 'The Application of Psychological theories for an improved understanding of Customer Relationships' and sponsor & contributor to the book *This is Artificial Intelligence*
- He regularly gives interviews as a **thought leader** in AI and Data Science for radio, television, magazines and newspapers. Examples are interviews in the television programs 'Kassa' and RTL Z, the radio stations Radio 1 and Business New Radio (BNR), the magazines Elsevier and Vrij Nederland and the newspapers NRC, NRC Next (front page) and the Dutch Financial Journal.

PRAISE

- The Dutch Business magazine 'Quote' included Bügel on the list of **best professionals** in the Netherlands.
- The Dutch Marketing Magazine included Bügel on the list of best marketing consultants (2nd place).