



PROFILE

- Dr. Marnix Bügel (1966) is an entrepreneur and thought leader in Artificial Intelligence (AI) & Data.
- Bügel is founding and managing partner at MIcompany (mbugel@micompany.nl).
- He is married, has three children and lives in Amsterdam.



EDUCATION

- Bügel studied Computer Science at the Department of Mathematics and Natural Sciences at the University of Groningen.
- In 2010 he acquired his PhD at the Faculty of Economics at the University of Groningen and completed his dissertation on the drivers of building successful customer relationships.



CAREER

- Bügel started his career as the first customer analyst at ABN AMRO Bank.
- Following his time at ABN AMRO Bank, he built a Marketing Intelligence Unit for one of the largest consultancy firms in the Netherlands (EY VODW) for a period of 10 years of which 6 in the position of partner.
- In 2006 he found the firm MIcompany offering a new service concept fully specialized in AI & Data. This new service formula offers value creation by building capabilities for AI & Data for and within organizations.



RESULTS

- The new service formula of MIcompany has resulted in 12 years of growth in a row with a CAGR of 20% from 2006 to 2019.
- Since the start, MIcompany grew from 5 to 70 employees and from 3 customers in the Netherlands to 32 customers in 20 countries in 2019.
- MIcompany has offices in Amsterdam and Tel Aviv and has many blue-chip companies amongst her customers, among which eBay, Nike (HQ Portland), Booking.com, Lease Plan and Shufersal.



INNOVATION

- As part of the new service formula of MIcompany, Bügel launched a training institute for AI & Data in 2006: MIacademy. The Academy is for both data scientists and data engineers attending a program together with other companies, and managers and executives of leading companies such as KPN, Aegon, Leumi Card and Bol.com who follow inhouse programs.
- In 2009, Bügel co-created and launched the Analytical Suite: A software suite that enables companies to understand and model customer value creation. The Suite was adopted by a range of companies among which Centraal Beheer, Inshared, Dirk, Knab, NS and Postcode Loterij.
- In 2018 he co-initiated the development of two vertical AI solutions for the retail- and telecom sector.
- At the end of 2018, together with Professor Gerard Koppelman (UMCG), he took the initiative to start a cross-border collaboration to create innovation in Asthma research. In this research, MIcompany applies advanced AI techniques to cross-omics data under which DNA, methylated DNA and mRNA data.



PUBLICATIONS

- Bügel is author of the bestseller 'Customer Loyalty' and the thesis 'The Application of Psychological theories for an improved understanding of Customer Relationships'.
- He regularly gives interviews as an expert in AI and Data Analytics for radio, television, magazines and newspapers. Examples are interviews with media such as 'Kassa'(VARA), RTL Z and Radio 1 as well as for Dutch newspapers and magazines like Elsevier, Vrij Nederland, NRC, NRCNext (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 marketeers.