



PROFILE

- Dr. Marnix Bügel (1966) is an entrepreneur and thought leader in Artificial Intelligence (AI) & Data Science.
- 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 at that time 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 founded the firm MIcompany offering a new service concept fully specialized in AI & Data Science. This new service formula combined consultancy with capability building in its own school the GAI Academy (new in the market at that time).



RESULTS

- The new service formula of MIcompany has resulted in 13 years of growth in a row with a CAGR of 20% from 2006 to 2020.
- Since the start, MIcompany grew from 5 to 80 employees and from 3 customers in the Netherlands to 35 customers in 25 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, Heineken, Lease Plan and Shufersal.



INNOVATION

- In 2019 he was the initiator of the development of GAIⁿ: the Global Artificial Intelligence network. GAIⁿ is a new brand for the highly standardized educational portfolio of MIcompany consisting of over 60 modules (badges). The aim of GAIⁿ is to introduce a global and open standard for AI & Data Science education. This means that it will be possible for organizations to educate (part of) the GAIⁿ portfolio themselves.
- In 2018 he took the initiative with Professor Gerard Koppelman (UMCG) to start a cross-border collaboration to create innovation in Asthma research. In this research, MIcompany applies advanced AI techniques to multi level DNA data under which DNA-, methylated DNA - and mRNA data.
- In 2018 he also co-initiated the development of two vertical AI solutions for the retail sector (AIR-Pro to increase the ROI of promotions) and telecom sector (SMART ROCE for network planning (fiber and 5G)).
- 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 from different sectors among insurance, banking, telecom, retail and lotteries. The suite is still in use by KPN, the Detail Retail Group and Shufersal.
- As part of the new service formula of MIcompany, Bügel launched a training institute for AI & Data Science in 2006: MIacademy (the GAI Academy). 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, MAX and Bol.com who follow inhouse programs.



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 is author of several scientific articles about customer loyalty, customer engagement and Corporate Social Responsibility (CSR) with over 500 official citations.
- He regularly gives interviews as an expert in AI and Data Science for radio, television, magazines and newspapers. Examples are interviews in the television programs 'Kassa' and RTL Z, for the radio stations Radio 1 and Business New Radio (BNR) as well as for Dutch newspapers and magazines like Elsevier, Vrij Nederland, 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 marketers.