

Mark Vanderbeeken

International customer insight, market research and digital innovation expert

Senior professional and strategic consultant specialized in customer insight and customer-centered innovation strategies. Since 2005, numerous projects and assignments for clients such as 3M, Changan Automotive, Deutsche Telekom, Intesa Sanpaolo, Midea, Netflix, Samsung, Sony, Tarkett, Takeda, Unicredit, various energy companies, as well as public sector clients.

Available for

Customer research and innovation guidance	Conducting national and international research, applying human-centered design and design thinking methods to validate market strategies, develop new products/services, or improve existing ones.
Customer insight	In-depth analysis and strategic synthesis of customer behavior, emerging user trends, and market intelligence to support high-impact business decisions.
Team leadership, project mgmt. and co-design	Creating and leading high performance teams in digital, innovation, and customer insight domains; Facilitating participatory design processes with users and stakeholders to co-create project solutions.
Strategic consulting	Shaping effective business strategies by designing and implementing research and innovation initiatives based on user insights and behavioral sciences.
Business analysis	Business analysis and development of customer-centric strategies.
Training	Learning experiences for senior management, stakeholders, and internal teams.
Key skills	Global customer research; Product, service and business innovation; Customer insight analysis and experience strategy development; Strategic communications and marketing; Management of cross-disciplinary, multinational teams; Emotional and experiential engagement; Economic and revenue impact analysis; Business process redesign; Financial administration; Portfolio management.

Contact

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Nationality
Belgian and Italian

Experience

PERIOD	ORGANIZATION	ROLE	ACHIEVEMENTS
Jan 2025 –	 Strategic consultant	 International customer insight, market research and innovation expert	Various client collaborations (under NDA)
July 2005 to December 2024	 Experientia Srl Turin, Italy B2B consultancy providing human-centered research and solutions for Italian and international clients, through a blend of qualitative and quantitative research methods. Building on human behavior insights - challenges, opportunities, frictions and aspirations, and applying principles from behavioral sciences, Experientia created business value through improved digital services that were more aligned with customers and stakeholders. Industries of focus: financial services, energy, health, durable consumer goods, mobility, and public services.	 CEO (from June 2014 to December 2024) Senior Partner (from 2005 to 2014) Founder Responsible for strategy, financial administration, business development, portfolio management, project supervision, client relations management and communications. In charge of €2.8 million turnover and 30 employees	Co-founded the first international UX and interaction design consultancy in Italy, and one of the first in Europe, with offices in Italy, Singapore and Switzerland. Created the ATM interface for UniCredit (33% faster, 25% growth in non-UniCredit customers, <1% error rate). Corporate partnership with Intesa Sanpaolo bank. Over 35 strategic projects for Samsung. Business development and marketing to and project collaboration with major clients (many Fortune 500): 3M, Deutsche Telekom, Intesa Sanpaolo, Netflix, Takeda, Tarkett, UniCredit, Vodafone, as well as public sector clients. Successful collaboration with Asian clients, e.g. Changan, Haier, Hitachi, Midea, Samsung and Sony.
July 2004 to June 2005	Self-employed consultant		Strategic communications and identity development.
July 2001 to June 2004	 Interaction Design Institute Ivrea Ivrea, Italy International post-graduate school and research center for interaction design founded by Telecom Italia and Olivetti.	 Communications Manager Managed a three-person communications team. Turnover: €50 million	Co-created the international profile of the school, and the successful post study hiring of all its graduates. Graduates went on to work for global corporations (including many in Silicon Valley), and founded companies, consultancies and other schools.

April 1999 to June 2001		WWF International European Freshwater Program c/o WWF-Denmark Copenhagen, Denmark	 European Communications Coordinator Managed a three-person team	Managed relations on local, national and European levels. Liaison with Brussels-based EU office in a context of European enlargement. Developed and implemented international communications campaigns.
Jan 1996 to March 1999		Gwathmey Siegel & Associates Architects New York, NY, USA 80-person international architecture firm, acclaimed for its museums (including the Guggenheim extension), libraries and university buildings.	 Director of Marketing Managed a four - person team	Founded and managed the marketing department. Responsible for business acquisition, particular of their American academic clients.
Aug 1994 to Jan 1996		Ellen Jacobs Associates New York, NY, USA	 Performing arts PR, publicity and press relations manager	Managed USA press relations for performing artists, particularly in theater and contemporary dance.
March 1994 to July 1994		KunstenFESTIVALdesArts Brussels, Belgium	 International Press Officer	Managed international press relations of this world class performing arts festival.
Feb 1990 to Feb 1994		Antwerp 93, European Capital of Culture Antwerp, Belgium One of the first editions of the EU's Capital of Culture initiative	Chief Press Officer Managed a five-person team. Turnover: €100 million	Managed the press department and the international press relations.
Sept 1989 to Jan 1990		The City and the River Antwerp, Belgium Urban development initiative	International Press Officer	Managed international press relations.
Sept 1987 to June 1989		Columbia University New York, NY, USA	 Research Assistant	Lecturer and researcher in cognitive and visual psychology.

Education

UNIVERSITY ATTENDED	DEGREE OBTAINED	DATE OBTAINED
 Graduate School of Arts and Sciences  Columbia University New York, NY, USA	MA Psychology (Cognitive and Visual Psychology)	June 1989
 Department of Psychology  University of Leuven Leuven, Belgium	BA Psychology Specialization in Cognitive and Visual Psychology	July 1987

Languages

	READING	WRITING	SPEAKING
Dutch	Mother tongue	Mother tongue	Mother tongue
English	C2 Proficiency	C2 Proficiency	C2 Proficiency
French	C2 Proficiency	C1 Advanced	C1 Advanced
German	C1 Advanced	C1 Advanced	B2 Upper Intermediate
Italian	C2 Proficiency	C1 Advanced	C2 Proficiency