

Mark Vanderbeeken

International consumer
insight, customer
experience and strategic
innovation manager

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Senior professional and strategic consultant specialized in customer insight and human-centered innovation strategies.

Key skills

- Product, service and business innovation strategies based on user insights and behavioral sciences
- Global customer research and innovation consulting
- Human-centered design and design thinking
- Team leadership, project management and co-design
- Management of cross-disciplinary, multinational teams
- Economic and revenue impact analysis and guidance
- Customer experience strategy development
- Portfolio management and financial administration
- Strategic communications and marketing

Experience

Strategic consultant

JANUARY 2025 - PRESENT, TURIN, ITALY

- International customer insight, market research and innovation expert.
- Co-founded the **STEAM experience hub**, an emerging initiative to introduce young people, families, and the general public to complex industrial sectors through hands-on STEAM activities and with which in May 2026 he organized **Aerospace in 5D**, a full week of events for young people dedicated to aerospace.

Experientia Srl / Senior Partner, Founder | CEO (as of 06/2014)

JULY 2005 - DECEMBER 2024, TURIN, ITALY

B2B consulting firm specializing in human-centered innovation for Italian and international clients (the first international consulting firm in the field of UX and interaction design in Italy, and one of the first in Europe). The company used a mix of qualitative and quantitative research methods to gain insights into human behavior, applied principles from behavioral sciences, and translated them into concepts and business strategies, thus enabling companies to better align their digital services with their customers and stakeholders.

Industries of focus: financial services, energy, health, durable consumer goods, mobility, and public services.

- In charge of €2.8 million turnover and 30 employees.
- Responsible for strategy, financial administration, business development, portfolio management project supervision, client relations management and communications.
- Created the ATM interface for UniCredit (33% faster, 25% growth in non-UniCredit customers, less than 1% error rate).

- Corporate partnership with Intesa Sanpaolo bank.
- Over 35 strategic projects for Samsung (USA, UK, Europe and South-Korea).
- Conducted numerous projects and assignments for clients (many Fortune 500) such as 3M, Changan Automotive, CVA, Deutsche Telekom, Intesa Sanpaolo, Midea, Netflix, Samsung, Sony, Repower, Tarkett, Takeda, UniCredit, Vodafone, as well as public sector clients in Asia, Europe, and Italy.

Interaction Design Institute Ivrea / Communications manager

JULY 2001 - JUNE 2005, IVREA, ITALY

International post-graduate school and research center for interaction design founded by Telecom Italia and Olivetti.

- Managed a three-person communications team.
- 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.
- Lecturer at the Polytechnic University of Milan.

Previous experiences

WWF International - European freshwater program	Copenhagen	European communications coordinator
Gwathmey Siegel & Associates Architects	New York	Director of marketing
Ellen Jacobs Associates	New York	Press relations manager
KunstenFESTIVALdesArts	Brussels	International press officer
Antwerp 93, European Capital of Culture	Antwerp	Chief press officer
The City and the River	Antwerp	International press officer
Columbia University Graduate School	New York	Research assistant

Education

Columbia University / M.A. Psychology (cognitive and visual)
NEW YORK, USA

University of Leuven / B.A. Psychology (cognitive and visual)
LEUVEN, BELGIUM

Languages

	READING	WRITING	SPEAKING
Dutch	Mother tongue	Mother tongue	Mother tongue
English	C2	C2	C2
Italian	C2	C1	C2
French	C2	C1	C1
German	C1	C1	B2