Mark Vanderbeeken

Customer experience and human-centred innovation strategy expert

Independent consultant | 20+ years of experience

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About me

- I work alongside management to develop products, services and experiences that better meet the needs of people (customers, internal users and stakeholders), by integrating customer research, design and business objectives.
- Over twenty years of experience in project management for Italian and multinational companies, grounded in customer insights, a human-centred design approach and behavioural sciences.

What I can do for your company

- **Identify new opportunities for improvement and innovation**, by analysing the needs, behaviours and experiences of customers, users and employees
- **Define the requirements for new products and services**, translating customer research findings into project proposals that foster long-term satisfaction and trust, while remaining aligned with corporate objectives
- **Verify the effectiveness of solutions prior to implementation**, through user analysis, behavioural modelling and user testing, in close collaboration with internal business teams, to reduce the risk of ineffective investments.

My added value

- **Entrepreneurial experience and business vision**: founded and lead a consulting firm, managed with full strategic, financial and organisational responsibility
- **International and cross-sector leadership**: managed complex projects for multinational groups across diverse markets and business environments
- **Strategic and design-oriented approach**: integrating research, behavioural analysis and the development of concrete solutions, aligning customer needs with business objectives

Methodologies, approaches and tools	Human-Centred Design and Strategy Development | Design Thinking | User Research & Behavioural Analysis | Customer Journey Mapping | Personas | Service Design | Co-Creation | Prototyping & Usability Testing | Data-Driven Platforms
Key clients	UniCredit, Intesa Sanpaolo | Samsung, Sony, Intel, Midea, 3M | Deutsche Telekom, Vodafone | CVA, Repower | Tarkett | Changan Automotive, Stellantis | Takeda, Roche
Areas of focus	Financial Services | Consumer Electronics & Technology | Telecommunications | Energy & Utilities | Industry & Building Materials | Automotive & Mobility | Healthcare & Pharma

Professional experience

2025–now — **Independent strategic consultant** [IT]
International customer insight, market research and innovation expert

2005–2024 — **Experientia Srl** [IT]
CEO & Senior Partner 2014-2024 | Founder & Senior Partner 2005-2014

2001–2005 — **Interaction Design Institute Ivrea** [IT]
Head of Communications

1999–2001 — **WWF International – European Freshwater Programme** [DK]
Director of Communications

1996–1999 — **Gwathmey Siegel & Associates Architects** [USA]
Director of Marketing

Project examples and results

- **UNICREDIT** [financial services] **| Digital Customer Experience Innovation** – Redesign of the ATM interface through customer research, prototyping and usability testing → solution implemented on over 6,000 ATMs, with transactions 33% faster, a 25% increase in non-UniCredit customers, and an error rate of less than 1%
- **INTESA SANPAOLO** [financial services] **| HR Digital Transformation** - Support in defining the HR digital transformation strategy through the engagement of 105 internal stakeholders → identifying priorities and courses of action for the redesign of HR services, as part of a program involving over 80,000 employees
- **INTESA SANPAOLO** [financial services] **| Evolution of Consulting** - Creation of behavioural models on how clients approach the management of their investments and expenses, based on 60 interviews → a new advisory model allowing Intesa Sanpaolo to become the first Italian bank to engage with clients in a way that addresses their actual aspirations, practices and needs
- **TARKETT** [construction materials] **| Customer Experience Transformation** - Analysis, modelling (e.g. customer journey maps) and redesign of the customer experience in the interactions between a multinational industrial company specialising in flooring solutions and its various stakeholders (installers, architects, and end customers) across European, U.S. and Russian markets → identification of over 150 innovation opportunities and key priorities for the evolution of the Tarkett services
- **DEUTSCHE TELEKOM** [telecommunications] **| Customer Service Innovation** - Research across five countries into new behaviours and needs related to home internet connectivity → redesigning online services for home Internet networks based on the value they bring to people's lives
- **CVA ENERGIE** [energy provider] **| Improving and expanding the retail service** – Reconceiving the retail user experience for a sustainable energy service → designing an integrated service offering capable of attracting customers from outside the company's primary target region
- **DIRECT FERRIES** [travel] **| Improving the purchasing experience for passengers on Italian ferries** – Analysis of the reasons behind the low conversion rate of Italian purchases on the international platform → interface change enabled the company to achieve a rate comparable to that of other countries
- **CHANGAN AUTOMOTIVE** [automotive] **| European research project on the customer experience of electric vehicles** – Studies conducted in Sweden, France, Germany and Italy regarding lifestyles and behaviour, aimed at helping the Chinese company better understand potential customers, develop superior products, and promote its brand more effectively → identifying innovation opportunities to support the company's Design, Marketing and Innovation functions
- **MIDEA** [HVAC] **| Analysis of heat pump installer requirements** – Interviews with heat pump installers in France, Germany and Italy to gather information on their practices and needs → complete redesign of support services for installers, which is the decisive factor for installers when choosing a particular brand

Other professional achievements

- **Business leadership**: management of Experientia, an international consulting firm with a workforce of up to 30 people and a turnover of approximately €2.8 million
- **Business development**: development and management of relationships with multinational clients, including Samsung, for whom Experientia has carried out over 35 strategic projects

Education

- **Cognitive Psychology**
  Master, Columbia University, New York | Baccalaureate, KU Leuven, Belgium

Languages

- Dutch (mother tongue) | English, Italian and French (C2 proficiency) | German (C1 advanced)