

Kurt Cogghe

Partner at 4C Consulting

Brussels Area, Belgium, , BE

Advanced Analytics; Big data in Reality; Marketing Mix Forecasting

Biography

15 years of experience in the consulting sector lead to the current competence set covering all aspects of the consulting environment: General P&L responsibility, Business development, Account mgt, Leadership skills, Project/program mgt as to delivery, this both on national and international level. Content focus on the current offering and positioning in the area of 'Customer Interaction management': leveraging the combination of Information management, Analytics, customer relationship management and the Business and IT alignment track. Within 4C Consulting my offering consists of two business units: - 1. Customer Insight: * the cross area between IM and CRM: 'Customer analytics', ie funnel analysis, conversion rates, churn, CLV, Google analytics, ROC,... * the cross area between CRM and business: 'CRM information architecture', ie CIM, Data Quality, Customer DM, Systems, Business semantics (Collibra),... * the cross area between BI and CRM, ie PM, PrM, Segmentation, Multi Channel interaction, 360 views, CEM,... 2. Change, transition and process management: Focus on being the business partner inbetween business and IT is the goal, to leverage both sides towards each other. Eminence building: - Guest Lecturer EMS HUB Brussels (2009 - 2012); - Washington: presentation on XBRL conference; - Vienna: presentation at OEB (Austrian national bank); - Paris: presentation on EU conference; - BI Award winner 2012 with Escapo case; - Evangelisation with many other customers and conferences.

Availability

Keynote, Moderator, Panelist, Host/MC, Corporate Training

Industry Expertise

Advertising/Marketing, Management Consulting, Media - Print

Areas of Expertise

Advanced Analytics, Big Data in Reality, Corporate Performance Management

Affiliations

HUB Guest speaker

Sample Talks

Advanced analytics in a Retail Pharma environment

Advanced analytics in a Retail Pharma environment

Event Appearances

Advanced Analytics at a Retail pharma distributor
SAS Analytics 2013

Corporate performance management
EMS

XBRL applied at Fod Fin Belgium
International XBRL conference

Administrative burden reduction at EU
OEB international conference

Education

INSEAD
Executive program Leadership

EMS Brussels
Master in industrial management Corporate performance management

HUB Brussels
Master in commercial sciences Economics

KUB Tilburg
Certificate in European Studies Erasmus European Studies

Accomplishments

HUB guest speaker review
The review surveys received during my yearly guest lecturer's at HUB Brussels received an average of 4/5, with positive feedback on interactivity and real examples.

Testimonials

Kurt Cogghe
Videomonal on SAS Analytics
conference

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