

# **Kurt Cogghe**

**Partner at 4C Consulting**

Brussels Area, Belgium, , BE

Advanced Analytics; Big data in Reality; Marketing Mix  
Forecasting

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## **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.
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## **Availability**

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

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## **Industry Expertise**

Management Consulting, Media - Print, Advertising/Marketing

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## **Areas of Expertise**

Advanced Analytics, Big Data in Reality, Corporate Performance Management

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## **Affiliations**

HUB Guest speaker

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## **Sample Talks**

**Advanced analytics in a Retail Pharma environment**

Advanced analytics in a Retail Pharma environment

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## **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

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## **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

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## **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.

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## **Testimonials**

### **Kurt Cogghe**

Videomonal on SAS Analytics conference

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