



# Mike van Stroe

Sr. Digital Analytics & CRO Specialist

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Utrecht, Netherlands



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## ABOUT

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As a Sr. Digital Analytics & CRO Consultant and co-owner of MIST Analytics, I help major Dutch A-brands and international organisations get more out of their digital channels — not by collecting more data, but by drawing the right conclusions. My strength lies in the combination: an academic analytical foundation, deep technical expertise in websites and tag management, and the experience to translate that into strategic decisions that actually move the needle for marketing and BI teams. I work as lead consultant on complex, strategic engagements. That means: maintaining clarity where others get stuck, bridging the gap between technology and business, and delivering insights that teams can truly act on.

## EXPERIENCE

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Sep. 2017 – present

### Sr. Digital Analytics & CRO consultant and owner

MIST Analytics · Utrecht

Co-founder of MIST Analytics, specialising in the analysis and implementation of digital analytics platforms and conversion rate optimisation.

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#### ASSIGNMENTS

	<b>NN</b> (Technical) CRO Specialist	Aug. 2025 — present
	<b>Rituals</b> Digital Data Engineer / CRO Specialist	Feb. 2024 — present
	<b>Dutch Chamber of Commerce (KVK)</b> Data Analyst / Digital Data Analyst	Oct. 2018 — Dec. 2025
	<b>Bauer</b> Digital Data Engineer / CDP Specialist	Jul. 2023 — Mar. 2024
	<b>City of Amsterdam</b> Digital Data Analyst	Dec. 2022 — Jul. 2023
	<b>IKEA</b> Digital Data Analyst	Jan. 2022 — Oct. 2022
	<b>ABN AMRO</b> Digital Data Engineer / Technical Analyst CDP	Sep. 2020 — Feb. 2022
	<b>Philips</b> CDP Implementation & Audience Specialist	Mei 2021 — Sep. 2021
	<b>Align Technology B.V.</b> Digital Analyst EMEA	Jun. 2019 — Mar. 2021
	<b>Ahold Delhaize</b> Technical Web Analyst CDP	Jun. 2018 — Dec. 2020
	<b>ABN AMRO</b> Data Analyst & CRO Specialist	Oct. 2017 — Jun. 2019

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Nov. 2014 – Sep. 2017

## **(Sr.) Digital Analytics & CRO consultant**

### **Netprofiler**

Engaged as lead consultant on strategic engagements for major Dutch A-brands and international organisations. Worked together with in-house marketing teams on strategic annual plans and structural improvements in web analytics and CRO.

Clients included: KVK, Brussels Airlines, TUI, WNF, Nibud, Robinson (TUI DE), UWV, Klaverblad Insurance, Autotrack, Sawadee Reizen.

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### **ASSIGNMENTS**



#### **Dutch Chamber of Commerce (KVK)**

Digital Analyst, BI Team

May 2015 — Sep. 2017



#### **Bugaboo**

Digital Analyst & CRO specialist

Jul. 2015 — Sep. 2017

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### **TEACHING ENGAGEMENTS**



#### **Beekestijn Business School**

Lecturer — Digital & Web Analytics Specialist (Post-Bachelor)

Apr. 2017 — Jun. 2017

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Feb. 2014 – Oct. 2014

## **Research internship / Graduation project**

### **Utrecht Data School · Utrecht**

Worked with data visualisation software and approached the visual impact of the output critically. Graduation thesis: analysed mobility datasets of Dutch municipalities and mapped how this data can be transformed into valuable visualisations.

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2009 – 2011

## **Lead web developer**

### **Detailworx (now: Creative Passenger)**

After an internship, worked part-time 10-40 hours per week. Responsible for web development and managing a group of freelance web developers.

## SKILLS

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### ANALYTICS / DMP / CDP

Google Analytics    Firebase    Google Tag Manager    Adobe Analytics    Adobe Data Collection    Piano Analytics  
Matomo    Piwik PRO    Tealium IQ    Webtrekk/MAPP    Salesforce DMP    Tealium Audiencestream    HighTouch  
Snowplow    Google BigQuery

### UX / A/B TESTING

Optimizely    VWO    AB Tasty    Adobe Target    Verify.IO    Webtrends    Usabilla    Hotjar

### DATA VISUALISATION

Tableau    Klipfolio    Power BI    Looker/Data Studio    Celonis    Gephi

### PROGRAMMING LANGUAGES

HTML    CSS    JavaScript    SQL    PHP    Python

### DESIGN

Adobe Photoshop    Adobe Illustrator    Adobe InDesign

## EDUCATION

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2013 – 2014

**MA New Media & Digital Culture** UNIVERSITY

Utrecht University

Completed

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2012 – 2013

**Pre-master New Media & Digital Culture** UNIVERSITY

Utrecht University

Completed

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2009 – 2012

**BBA Digital Communication** APPLIED SCIENCES

HU University of Applied Sciences Utrecht

Completed

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2011 – 2012

**Minor Small Business and Retail Management** APPLIED SCIENCES

HU University of Applied Sciences Utrecht

Completed

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2005 – 2009

**MBO Multimedia Design** VOCATIONAL

Grafisch Lyceum Utrecht

Completed

## LANGUAGES

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Dutch

Native

English

Fluent

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The logo for MIST, featuring the word "MIST" in a bold, sans-serif font. Above the letter "I", there are three vertical bars of increasing height, resembling a signal strength indicator or a stylized graphic element.

MISTANALYTICS.NL