

## Artefact strengthens Northern Europe leadership with the appointment of Berber Rienks as Partner.

**Utrecht, 19 January, 2026** – Artefact, the leading global consulting firm for data and AI transformation, is proud to welcome Berber Rienks as a new Partner to drive growth, innovation, and cultural transformation across Northern Europe.

Based in the Netherlands, Berber brings over 20 years of experience at the intersection of data, technology, and organizational transformation. She has held senior leadership roles at some of the world's most influential consulting and technology organizations, including Deloitte, PwC, & Accenture. Berber has led impactful programs across AI, data strategy, digital transformation, and customer-centric innovation, delivering measurable outcomes for clients across sectors such as telecommunication, technology, energy, retail, and consumer goods.

Driven by her passion for meaningful transformation, Berber will focus on expanding Artefact's impact across Northern Europe, building executive networks, and shaping strategies that unlock measurable business value for clients. As a trailblazer in the region, she also champions inclusive leadership, helping teams harness the full potential of data, AI, and human talent.

Beyond her professional work, Berber is actively involved in initiatives that foster leadership and diversity. She is a member of **SER Topvrouwen**, promoting gender equality, inclusion and executive leadership in the Netherlands, and previously served as a **Board Member of The WICT Network Europe**, supporting women in technology across the continent. Through these roles, she brings her expertise in coaching, stakeholder management, analytical thinking, and operational efficiency into broader industry impact.

Berber Rienks on her new role at Artefact:

*“Joining Artefact is an exciting next step in my journey of connecting people, purpose, data & AI. What excites me about Artefact is its human-centric approach to transformation – where strategy, technology, and culture converge to create real, lasting change. I look forward to working with our clients and teams to unlock the potential of data while putting human values at the center of every decision.”*

Berber holds academic degrees from Maastricht University (Master in Business Administration, International Business Administration) and Universidad Carlos III de Madrid (Econometrics) leading institutions.

With her proven track record of transforming organizations through data, AI, and people-centric leadership, Berber is set to accelerate Artefact's impact across Northern Europe.



## About Artefact

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, including Generative AI and Agents AI, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience, and marketing ROI.

Our 1700+ employees operate in 27 countries across Europe, Asia, the Americas, the Middle East, India, and Africa. We partner with over 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal, and Sanofi.

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