

CustomerGauge

Camilla Scholten

COO & Co-Founder



Index

Click to view documentation



Camilla's Biography



Speaking Appearances



Leadership Nominations and Campaigns



Paving the New Path Forward for Women in CX

About Camilla

I'm a Viking at heart — born in Denmark, raised across Europe, and fiercely proud of my roots. That heritage has shaped who I am: resilient, independent, and driven to build something meaningful. It's a mindset that's helped steer CustomerGauge from scrappy beginnings to a global force in B2B Customer Experience.

Before founding CustomerGauge in 2007, I gained corporate insight at Sony Electronics and Canon, learning how to scale, support, and serve global clients. Those lessons became the foundation for how we operate today: nimble, data-driven, and relentlessly customer-obsessed.

As COO, I lead culture with a deep focus on building a brand that empowers B2B businesses to deepen human relationships through feedback technology. I believe strong leadership blends grit with empathy, and that the best kind of success is shared.



[!\[\]\(a03a7eb2f4046e1d3c76772003e549ea_img.jpg\) Download Headshot](#)

Stinger Video



Speaking Appearances



Welcome to Monetize! Amsterdam The Voice of B2B Experiences

[Watch Video](#)



Focus on Measuring and Growing Using Net Promoter

[Watch Video](#)



The CustomerGauge 3rd Annual Account Experience Awards Ceremony

[Watch Video](#)



The Account Experience Year in Review

[Listen To Podcast](#)



Leadership Nominations & Campaigns

Role Model By Equals

CustomerGauge

powered by
techleap

camilla scholten
co-founder & coo

= equals

equals.nl



About Role Models Campaign:

The Equals role model campaigns highlight the potential of every woman* to be a role model, irrespective of age, race, sexuality, or (dis)ability, emphasizing the importance of diverse representation in inspiring future generations. By showcasing individuals who have carved their own paths to success, the campaign aims to empower women to pursue their ambitions and celebrate their unique stories.

"My Danish aunt was my first conscious role model. She was the breadwinner at home, ran the family and would not be subdued in conversation. And at university my mentor was an outspoken, honest and fearless female lecturer.

Starting work, I assumed that all the battles in discrimination had been 'won'. I was wrong. I still see exclusion in gender, sexuality and religion. So at CustomerGauge I aim to model fairness and tolerance. This is so important to me. I am grateful for the opportunity to have an impact on my colleagues and their families.

I don't see many like me, refusing to blend in. I am outspoken, opinionated, direct, authentic. It can be scary, but I confidently drive customer excellence and prioritize family.

And I see the success it brings us: We have about 50/50 female ratio in all our departments, and an inclusive and diverse culture which makes us stronger".

[↗ Learn More About The Campaign](#)

Camilla Joins Dutch Non-Profit Techleap on U.S. Tour

As part of Techleap's exclusive U.S. initiative, Camilla engaged with top industry leaders, investors, and artificial intelligence (AI) pioneers, to uncover new ways to leverage AI for business growth.

"Seeing CustomerGauge on the NASDAQ billboard in Times Square was a proud moment — not just for our company, but for the entire community pushing AI innovation forward."

The visit provided a unique opportunity to exchange ideas on scaling AI-driven CX strategies and strengthening the role of predictive analytics in revenue retention.

[↗ Read More](#)



Part of First Cohort of ScaleNL's U.S. Expansion Expedition

14 incredible Dutch tech scale-ups set off to the United States as part of the first-ever US Expansion Expedition, organized with [ScaleNL](#) in partnership with [Techleap](#) for Scaleups.

During the 5-day journey, Camilla connected with industry leaders, successful founders, and local investors to fuel the U.S. market expansion. The goal of the expedition was to help the already established Dutch companies reach a new frontier: the fertile US ground.

"After this trip I believe that we, Dutch tech entrepreneurs, can do SO much better in connecting and championing ourselves and each other. Sharing experiences on scaling a tech company improves not just me but the entire industry, and we can put our country more on the map with our great people and solutions."



Paving the New Path Forward for Women in CX

CustomerGauge's vision is deepening Human Relationships through Feedback Technology. [CustomerGauge](#) is a software company that helps companies empower their front line "heroes" with real-time customer feedback to improve customer experience.

Our clients include Coca-Cola, Heineken, Wolters Kluwer and Vopak. With our technology they improve their Net Promoter Score and grow faster.

We celebrate diversity and actively promote an inclusive culture in all our relationships. One of our company values is Respect; and part of that is for example saying "Today I go home at 4pm to look after my kids"

It is amazing to be part of a group of women who want you to be your very best and actively help you to succeed.

Connect With Camilla

