

20+ years Industry, consulting & technology experience	EUR 100M+ Revenue & commercial impact	EUR 15M Current transformation portfolio	~70 FTE Largest global capability built and led
--	---	--	---

PROFILE

Global executive with 20 years of experience leading technology-enabled business transformation, building new capabilities and scaling high-performing teams across industry and consulting. Track record spanning EUR 100M+ in sales and revenue delivered, multi-year investment portfolios, global operating-model transformation, and C-suite advisory. Combines deep expertise in data, AI and sustainability with commercial leadership and enterprise execution.

EXPERIENCE

- dsm-firmenich · The Netherlands

APR 2025 - PRESENT

Global VP, Sustainability Performance & Digital Transformation
Global mandate across the CIO and CSO organisations, accountable for sustainability performance, digital transformation, investor ratings, data and AI strategy, and a three-year investment portfolio of 35+ funded use cases to 2028.
 - Built the sustainability digital platform and its **25 FTE** team from scratch
 - Designed the 3-year transformation roadmap and supporting data strategy; investment case **approved by the board's sustainability committee**
 - 6 use cases** delivered to production in under a year, including agentic AI in customer service and products
 - EcoVadis rating raised from **Gold to Platinum** in the first year in role
 - Sustainability customer service established at Group level
- EY · The Netherlands

APR 2023 - MAR 2025

Equity Partner · EMEIA Lead, Sustainability Data & Technology Consulting
 - EUR 53M** in sales delivered across EMEIA
 - Built a **~70 FTE** presales, solution design and delivery capability across Europe and India
 - Directed the Sustainability Data & Technology Centre of Excellence; **EUR 7M** innovation investment managed
- Cognizant · The Netherlands

MAR 2018 - MAR 2023

Senior Director · Founder, Sustainability Technology Services · Industry X.0 EU Lead
 - Founded and scaled a **37 FTE** global practice; **40+** accounts; **EUR 30M** direct and follow-on revenue
 - Trusted advisor to COO/CIO offices: Cargill, Stora Enso, Philips, JDE, Wallenius Wilhelmsen, LBC
 - Built the sustainability go-to-market with hyperscalers and platform partners: Microsoft, AWS, Google, Salesforce and SAP
- Universal Electronics · The Netherlands

SEP 2013 - MAR 2018

Director, EMEA Technology & Innovation (prior: Field Applications Engineering; Solutions Architect)
 - ~EUR 50M** portfolio revenue over three years; **EUR 20M** new within two; **20+** products to mass production
 - Strategic client ownership at SVP/CPO level: Liberty Global, Vodafone, Sky UK
- Earlier · Accenture (Consultant) · S&T Corp. (Space Systems Engineer, ESA Ariane 6)

2011 - 2013

GOVERNANCE & PRO BONO

- WBCSD** - Steering Committee member, iSPSA · Guest lecturer, Nyenrode · ESG course design, ISM Vilnius

Cargill - Three-year CIO advisory on data strategy and roadmap for supply chain, trading and finance.

LBC Tank Terminals - Three-year, EUR 20M digital-transformation strategy and roadmap.

Stora Enso - CDO advisory for 25 digital-factory roadmaps with global deployment scope.

Wallenius Wilhelmsen - EUR 5M business-data strategy, data platform and use cases, delivered to improve vessel-operating profitability.

Philips - Smart-factory solutions for workforce operations excellence.

Jacobs Douwe Egberts - IoT platform at scale enabling a Coffee-as-a-Service business.

ADDITIONAL EXPERIENCE DETAIL

Universal Electronics, EMEA Field Applications Engineering

- Solutions-architecture team serving **21** accounts across the EU
- **15+** Tier 1-3 tenders and RFPs won
- Led delivery of **20+** consumer-electronics projects from solution design to mass-scale production

Accenture, The Netherlands · Consultant, Emerging Technologies & Innovation

- Contributed to Shell's global enterprise data-platform architecture

S&T Corp., The Netherlands · Space Systems Engineer

- Engine failure-detection for the ESA Ariane 6
- LiDAR obstacle-detection and navigation for ocean transporters

EDUCATION

PhD, Aerospace Engineering

TU Delft, The Netherlands 2011

Design and launch of two spacecraft, 2005 and 2013

MSc, Intelligent Autonomous Systems

Aalborg, Denmark 2005

Summa cum laude

BSc, Electrical & Electronics Engineering

Sharif, Iran 2003

RECOGNITION & LANGUAGES

Patent NL 2005664 · **25** peer-reviewed publications · **15+** industry whitepapers and sessions

Languages English

PRO BONO

ISM Vilnius

2021 - 2023

Sustainability and ESG course design, MBA/EMBA

Nyenrode

2019 - 2021

Guest lecturer, data management and digital technologies

CORE EXPERTISE

Digital Transformation Strategy · Data & AI Strategy · Enterprise Data Platforms · Agentic & GenAI · Sustainability Performance & Assurance · Operating Model & Technology P&L · Hyperscaler Alliances · CIO/CDO Stakeholder Management