

Koen Van Lysebetten

PRODUCT OWNER AI ADOPTION · AI COACH · GEMINI ENABLEMENT · DATA & AI GOVERNANCE

AI adoption operator between business, data, legal, security, architecture and delivery. I turn AI ambition into governed product motion: champion frameworks, intake, value scoring, backlog ownership, enablement, adoption KPIs and safe graduation into enterprise delivery.

Most relevant proof: De Lijn via Accenture Song, where four retail and supply-chain AI use cases moved from business idea to **ManComm approval at 129% projected ROI** for a 5,000+ FTE public operator. I run adoption like a product, not like a training calendar.



koen@devgap.uk

+32 469 41 31 52

linkedin.com/in/koenvanlysebetten

Brussels, Belgium

NL / FR / EN

Available ASAP

129%

PROJECTED ROI,
VALUE-SCORED

5,000+

FTE ROADMAP &
ENABLEMENT

6,000+

DAILY AI DECISIONS,
GOVERNED

4

USE CASES TO
MANCOMM

EXPERIENCE

Product Owner, AI Use-Case Portfolio (de facto) · De Lijn · via Accenture Song / DevGap

2025

- Built the enterprise AI roadmap for a **5,000+ FTE public operator**: use-case intake, business-value scoring, feasibility shaping, prioritised backlog and decision pack for senior management.
- Took **four retail and supply-chain AI use cases** from business idea to **ManComm approval, with 129% projected ROI**, adoption KPIs and business-value evidence clear enough for governance review.
- Translated business ideas into actionable briefs for data, analytics and delivery teams: expected user behaviour, data needs, operating model, risks, dependencies, Definition of Done and graduation path.
- Coached delivery teams and business stakeholders on responsible AI use, Gemini / Workspace AI adoption patterns, governed AI loops, feedback instrumentation and safe graduation inside GDPR and EU AI Act guardrails.

Founder & Chief AI Officer · DevGap · Brussels, hybrid

Mar 2024 — present

- Lead an AI-native consultancy for regulated enterprise clients across Europe, the Middle East and India: AI transformation programmes, governance frameworks, adoption operating models and production AI delivery. 30+ FTE across Brussels, London and India.
- Build **tool-agnostic adoption and delivery patterns** for client teams: intake forms, guardrail checklists, training assets, feedback loops, decision thresholds and graduation criteria for enterprise-grade AI.
- Najm Insurance, Saudi Arabia**: onboarded business teams to Vision AI used across 40+ cities and **6,000+ daily cases**; shaped SAMA-compliant governance, usage rules and operational adoption.
- U.S. Restaurant Intelligence**: designed the human-in-the-loop operating model for a 3-agent GenAI stack, trained the team running it and reduced a monthly workflow to a ten-minute operating rhythm.
- SMALS + European banking**: contributed GenAI governance and citizen-service patterns for RSZ, RIZIV and RVA contexts with DPO involvement, risk framing and responsible-AI guardrails.

Ecommerce Manager & Director, Fast50 Programme · Deloitte Digital

Oct 2022 — Mar 2024

- Owned digital-commerce initiatives from strategy to delivery: business intake, backlog priorities, stakeholder alignment and delivery with engineering, analytics and business teams in customer-centric environments.
- Directed **Deloitte Fast50** community mechanics: events, demo sessions, founder coaching and recognition programmes — a direct match for AI Champion community animation and adoption incentives.

SUPPORTING EXPERIENCE

Co-Founder & Director, EMEA & US Operations · DevGap · London / Brussels / India Jan 2017 — Mar 2021

- Bootstrapped and scaled a cross-continental e-commerce and custom software team; built distributed delivery routines across Europe and India. Co-led DevGap India: **+1,600% growth** through niche-market focus.

Growth & Adoption Leadership · GIMBER · Colruyt Group · VTM GO · Macmillan 2016 — 2022

- **GIMBER**: Head of Growth / board member; **168% MRR growth in 6 months** while mentoring and coaching a team of 7 growth marketers.
- **Colruyt Group — JIMS / SmartWithFood**: retail and customer-lifecycle work with **CAC -35%, engagement +40% and conversion +32%** through measured activation loops.
- **VTM GO / Macmillan**: translated analytics into adoption and retention decisions; VTM GO **churn 25% → 8%**, Macmillan decision velocity increased 10x.

Mentoring & Community · GrowthMentor · RevGenius · Reica 2021 — present

- **50+ one-on-one coaching sessions, 5-star rated**: AI adoption, go-to-market, SaaS and e-commerce growth. Mentor at RevGenius; Growth Advisor at Reica for GenAI content workflows.

Earlier. VintoVino — Co-Founder & Head of Growth (2011–2016), world's first social wine marketplace, EUR 2M ARR within 2 years. Kapaza — Business Development Manager (2008–2010). AutoScout24 — Sales Manager (2003–2008).

CAPABILITIES MATCHED TO THE ROLE

AI CHAMPION FRAMEWORK & CULTURE

Champion roles, competency mapping, onboarding, workflow clinics, monthly demos and recognition mechanics. Strong fit for turning cautious users into safe, visible AI contributors.

PRODUCT OWNERSHIP & DATA PRODUCTS

Intake, refinement, value scoring, backlog prioritisation, Epics / User Stories, UAT, demos, release readiness and hypercare. Data products designed for discoverability, reuse and enterprise standards.

ADOPTION ANALYTICS & LICENSE LOGIC

Maturity assessment, capability gaps, adoption dashboards, engagement KPIs, business-value measurement, eligibility criteria and license-usage optimisation tied to active usage.

GOVERNANCE & RESPONSIBLE AI

Tool-agnostic AI adoption across Google Cloud, Gemini / Workspace AI and Azure AI; governed AI loops, reusable assets, feedback instrumentation, risk classification and CoE alignment with Legal, Security, PMO and Data.

Toolset. Tool-agnostic delivery across Google Cloud AI, Gemini / Workspace AI, Azure AI and agentic workflow tooling; governed AI loops, RAG, evaluation patterns, SQL, Power BI, Tableau, MicroStrategy, Jira, Confluence and adoption dashboards.

WHAT TEAMS & CLIENTS SAY

“An incredible growth track with tangible results from day one. An A++ leader and one of the best mentors I’ve worked with.”

PIETERJAN DECOSTER · REPORTED TO KOEN AT GIMBER

“He contributes to the project and the team, helping the team become better while delivering results.”

VALENTIN RADU · CEO, OMNICONVERT

“One of those managers you don’t often meet in your career. One of the most enriching collaborations of my career.”

MARIE HARDY · REPORTED TO KOEN AT GIMBER

“Koen goes beyond surface-level advice and turns deep expertise into practical, actionable insights tailored to the situation.”

NADIR EL MOUHID · FOUNDER, DADELSKOPEN.NL · GROWTHMENTOR REVIEW, JUN 2026

EDUCATION, LANGUAGES & AVAILABILITY

Education & certification. Generative AI Leader certified (Google Cloud). Bachelor Computer Science. Deep Learning (Keras, PyTorch, TensorFlow). IBM AI. Andrew Ng AI. Salesforce Certified. **Publications:** The AI Plumber (2026), Micro Multinationals (2012).

Languages & availability. Dutch native. English fluent. French professional. Freelance, Brussels-based, hybrid across Belgium. Start: ASAP. References shared separately.