

I build and scale businesses.

AI is in the toolbox. The metric is the P&L.

I help founders solve messy problems across growth, product and technology. Find the constraint. Connect it to the economics. Get it moving.



+168%

GIMBER · MRR

Six months as first Head of Growth. Executive team, team of seven.

~€2M

VINTOVINO · ARR

Co-founded, built in two years, sold after the US launch.

Fast50

DELOITTE · 2022-24

Led founder coaching for Belgium's top scale-up cohort.

4.99_{/5}

GROWTHMENTOR · 33 REVIEWS

Written by founders, not by me. 55 sessions since 2021.

WHEN TO BRING ME IN

Growth is moving. The economics are not.

Find the leak across acquisition, retention, pricing or delivery.

The problem sits between teams.

Product, growth and technology are involved, but nobody owns the outcome.

AI looks promising. Nobody knows what to change.

Turn the demo into an operating model and a business case.

HOW I WORK

Signal → Decision → Outcome

Find what is really stuck. Decide what deserves resources. Build until the number moves. Builder as well as operator: I built DevGap teams across commerce, mobile, data and AI, and I still prototype and work directly with engineers when it helps. For AI systems, I use my own PRIOR · FIRE · WIN control plane and AI Plumber framework.

HOW I PLUG IN

Specific problem

Short, focused intervention.

Advisor / Board

Ongoing founder and leadership sparring.

Fractional executive

Regular ownership without another full-time hire.

Got a messy problem across growth, product or technology? Bring me the problem. We'll figure out what is actually worth solving.