

Bjørn Jense

NEDERLANDS

Freelance Business & AI Consultant

Ericaweg 47, Huizen | +31 6 1115 9651 | bjorn@infinif.ai



Profiel

Innovatieve leider met 20 jaar ervaring in technologie, e-commerce en AI-implementatie. Gespecialiseerd in het vertalen van complexe technologie naar concrete bedrijfswaarde en het ontwikkelen van schaalbare groeistrategieën.

Professionele Ervaring

Infinif.ai

Freelance AI Consultant | 2025 - heden

AI-strategie en implementatie: van advies tot hands-on uitvoering van praktische oplossingen

Interim Marketing & E-commerce Management: tijdelijke invulling managementposities met focus op groei

The AI Book Company: ontwikkeling commerciële strategie en investor-ready marketingplan, ondersteuning seed ronde

Novera: strategisch adviseur AI en digitalisering, begeleiding mergerintegratie en positionering

The Job Hub: volledig marketingplan voor two-sided platform inclusief positionering en groepad

Samsung Electronics

Director D2C E-commerce | 2022 - 2024

Leiding aan 6 teams, verantwoordelijk voor €100M+ omzet met dubbelcijferige groei

Implementatie AI-oplossingen voor optimalisatie klantreizen en voorraadbeheer

Samsung Electronics

Business Development Manager (Interim) | 2020 - 2022

Heaps of Hops

Founder & Managing Director | 2016 - 2020

Samsung Electronics

Marketing Manager Tablet & Notebook / Head of Product Marketing B2B | 2012 - 2015

Sony Benelux

Senior Brand Manager VAIO & BRAVIA | 2008 - 2012

Opleiding

AI Business Professional

Beeckestijn Business School | 2024

Master Business Administration

Vrije Universiteit Amsterdam | 2003 - 2005

Bachelor International Hospitality Management

Stenden University | 1999 - 2003

Kerncompetenties

AI & Strategie: AI-implementatie | Digitale Transformatie | Procesoptimalisatie

E-commerce: D2C Strategy | Platform Optimization | Lifecycle Management

Leiderschap: Team Management | Change Management | Stakeholder Management

Talen: Nederlands (native) | Engels (fluent) | Duits (basis)

Bjørn Jense

ENGLISH

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Profile

Innovative leader with 20 years of experience in technology, e-commerce, and AI implementation. Specialized in translating complex technology into concrete business value and developing scalable growth strategies.

Professional Experience

Infinif.ai

Freelance AI Consultant | 2025 - Present

AI strategy and implementation: from advisory to hands-on execution of practical solutions

Interim Marketing & E-commerce Management: temporary management positions focused on growth

The AI Book Company: commercial strategy development and investor-ready marketing plan, seed round support

Novera: strategic advisor AI and digitalization, merger integration guidance and positioning

The Job Hub: comprehensive marketing plan for two-sided platform including positioning and growth path

Samsung Electronics

Director D2C E-commerce | 2022 - 2024

Led 6 teams, responsible for €100M+ revenue with double-digit growth

Implementation of AI solutions for customer journey optimization and inventory management

Samsung Electronics

Business Development Manager (Interim) | 2020 - 2022

Heaps of Hops

Founder & Managing Director | 2016 - 2020

Samsung Electronics

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Education

AI Business Professional

Beeckestijn Business School | 2024

Master Business Administration

Vrije Universiteit Amsterdam | 2003 - 2005

Bachelor International Hospitality Management

Stenden University | 1999 - 2003

Core Competencies

AI & Strategy: AI Implementation | Digital Transformation | Process Optimization

E-commerce: D2C Strategy | Platform Optimization | Lifecycle Management

Leadership: Team Management | Change Management | Stakeholder Management

Languages: Dutch (native) | English (fluent) | German (basic)