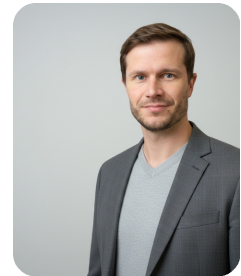


# Bjørn Jense

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

**I**nterim Marketing & E-commerce Management: tijdelijke invulling managementposities met focus op groei

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

**N**overa: strategisch adviseur AI en digitalisering, begeleiding mergerintegratie en positionering

**T**he Job Hub: volledig marketingplan voor two-sided platform inclusief positionering en groeipad

#### Samsung Electronics

Director D2C E-commerce | 2022 - 2024

**L**eidend aan 6 teams, verantwoordelijk voor €100M+ omzet met dubbelcijferige groei

**I**mplementatie 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

<b>AI &amp; Strategie:</b>	AI-implementatie   Digitale Transformatie   Procesoptimalisatie
<b>E-commerce:</b>	D2C Strategy   Platform Optimization   Lifecycle Management
<b>Leiderschap:</b>	Team Management   Change Management   Stakeholder Management
<b>Talen:</b>	Nederlands (native)   Engels (fluent)   Duits (basis)

# Bjørn Jense

ENGLISH



## Freelance Business & AI Consultant

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

### 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

**A**I strategy and implementation: from advisory to hands-on execution of practical solutions

**I**nterim Marketing & E-commerce Management: temporary management positions focused on growth

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

**N**overa: strategic advisor AI and digitalization, merger integration guidance and positioning

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

#### Samsung Electronics

Director D2C E-commerce | 2022 - 2024

**L**ed 6 teams, responsible for €100M+ revenue with double-digit growth

**I**mplementation 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

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

#### Sony Benelux

Senior Brand Manager VAIO & BRAVIA | 2008 - 2012

### 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)