Vincent Jansen

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EXECUTIVE PROFILE

Technology Leadership & AI-Native Architect | 25+ Years Innovation, Enterprise-Scale Delivery & Hands-on

I'm a technology leader and, underneath it, still an engineer.

Most of my career has been in tech consulting - 18 years at Accenture on the thought-leadership & innovation track, taking digital solutions from single projects to full agile-at-scale programmes. I then joined Innopay as Director of Technology Innovation, where I founded an innovation lab to build capability around digital transactions - data sharing, digital identity, open finance - leading the function internally, and helping clients turn it into strategic advantage externally.

I have a habit of spotting new tech waves early and turning them into something real. After first kickstarting AI at Innopay, I went independent to found r3d.nl - an AI startup that offers agentic AI solutions and helps organisations move into this new era - with a focus on autonomy, control and human-centricity.

My 25 years in IT and my own AI startup have given me a deep, practical read on where AI is taking the profession. I think that success in this new AI era requires organisations to fully own, customise and control their AI stack: models, harnesses, delivery pipelines and running the stack at scale. This requires a dramatic shift in adoption, both at a technical and human level. I'm a vocal advocate for digital sovereignty and open software, data and AI ecosystems. I practice what I preach, by running my own self-hosted infrastructure end to end.

Throughout my career, I've stayed hands-on with the technology itself: writing code, building infrastructure and tech stacks, creating what I architect. In my own time, pet projects span game development, 3D art and data visualisation.

Open to (1) hands-on technology leadership or CTO roles where I take an engineering organisation into AI-native delivery, or build a new AI-driven product; and (2) interim or assignment-based work that sets up the platform, the team and the way of working behind future AI products.

CORE COMPETENCIES

My Leadership Style

- **Vision & execution** - strategic vision → execution plan → guiding & inspiring people
- **Innovation Driven** - create genuinely new solutions with strategic business impact
- **Lead teams by example**; show them the way, teach and remove blockers. Work the agile way, empowering teams to iteratively self-improve. This drives digital transformation, and builds innovation-driven cultures at speed.
- **Set boundaries without rigidity** - clear guiding principles, pragmatic governance structures, sensible risk-taking
- **People first** - shaping high-performing teams requires hiring for culture, regardless of background. I want to know and connect at a personal level, and cater to individual needs.
- **Coaching and training** - create training programmes, provide individual mentoring, classroom training
- **Product ownership & design thinking** - building great digital products with genuinely strong user experience and real strategic/commercial value, from individual end users to enterprise/market scale
- **Stakeholder management - from engineering teams** up to CIO / CDO / VP level

AI

- **Machine learning** (deep & reinforcement learning, TensorFlow/PyTorch (Keras), CUDA)
- Creating products & solutions with **embedded** AI (as part of a larger solution)
- **Agentic architecture and infrastructures**: agents-as-code, AI workflow orchestration, event-driven multi-agent coordination (agentic plane), data integration (data plane), AI policy enforcement and security (control plane)
- **AI sovereignty**: self-hosted & open-weight model inference; data & digital sovereignty, open ecosystems, privacy/compliance first design (also skilled in public cloud AI from OpenAI, Anthropic, Mistral)
- **AI Guardrails**: quality assurance, test automation (TDD/BDD), security & compliance, CI/CD pipelines
- **Self-hosted AI: Pi agent swarm**, custom harness setup, running private AI models locally for LLM, voice, 3D-modelling
- **AI security**: sandboxed agents, agent identity & auth, policy-based permissions, behaviour predictability, E2E observability and controls

Architecture & Engineering

- **MACH & cloud-native distributed systems:** microservices, API-first, headless, IT security & IAM
- **Polyglot programmer** (Java, C#, Python, TypeScript, PHP) - with a strong focus on **clean architecture**, consistent design patterns, DevOps, test automation and **KISS** code
- **E2E Technology: cloud-native**, physical datacenter, networking & hosting infrastructure + full tech & application stack (E2E creation with / for clients), databases, web, mobile, embedded systems

EXPERIENCE

Chapter 3 - Founder of r3d.nl - Independent Technology Innovator (May 2025 - Present)

This chapter is about steering my own course: 18 months, fully dedicated, to re-educate and reshape myself in the AI field. Exploring, building and creating in parallel rather than in sequence - and turning the findings into products and services under r3d.nl.

- **Engineered a custom development harness** (built on **Pi framework**) following the software development lifecycle practices I adopt with my teams. Optimised for efficiency, large code bases, security and control, and local AI
- Created an **Agent-as-Code** solution that standardises how agents are composed, sandboxed, versioned and deployed (declarative agents)
- **Architected an enterprise AI concept**: a multi-layer AI reference architecture for running AI at scale - the "AI factory"
  - tooling & technology stack blueprints and code
  - organisational assets around governance, security & compliance, human awareness & skill development
- **Designed and built a new type of agentic stack**: focused on action detection and execution for human stakeholders, whilst being **lightweight**, **deterministic** and **secure**. It excels in building a semantic model of the real world from how people communicate in groups (messaging and voice), with data-context injection
- Built **a topic-modelling service** for real-time discovery and automated classification of data groups in large data sets, currently in beta ahead of public launch
- Working through the EITCA/**AI certification programme** (12 modules)
- Delivered **advisory work** to organisations modernising toward agentic architectures and organisation design.

Chapter 2 - Director of Technology Innovation @ Innopay (fintech consultancy) (Jun 2022 - Apr 2025)

Recruited by **Innopay** (~60 FTE, offices Amsterdam and Frankfurt) to elevate the consultancy from traditional advisory toward an **innovation-driven technology culture**. The role ran several tracks simultaneously: company leadership, the Innovation Lab proposition, mentoring, hiring, and client work from sales to delivery.

- Shaped **vision** on what technology trends impact Innopay's core themes: Digital Transactions, Artificial Intelligence, Open APIs, Digital Identities, Data-Sharing (federated ecosystems), Privacy-Enhancing Technologies, Blockchain
- As a member of the **leadership team:** restructured the organisation into new chapters, defined a curriculum focused on tech innovation, created market offerings with a technology focus
- Established the **Innopay Innovation Lab** as an innovation incubator internally and for clients, around emerging technologies, e.g. multi-party computation & synthetic-data prototypes **[AI]**
- **Sales & project delivery - successful engagements in finance, insurance and hospitality**
- Hosted **sessions and presentations** to **educate** on innovation topics - in-house and at clients
- **Identified the AI disruption** point early and took personal initiative to showcase applied AI's potential internally and to clients - making it a **strategic, hands-on part of Innopay's portfolio**, including an AI programme spanning Privacy-Enhancing Technologies (zero-knowledge proofs, synthetic data) **[AI]**

Left when a takeover shifted the firm's focus away from that pace of innovation, to pursue agentic AI independently at full speed.

Chapter 1 - Group and Delivery Lead, Thought Leadership & Innovation @ Accenture (Mar 2004 - Dec 2021)

My 18 years at Accenture allowed me to do it all: from early-days hands-on development, to managing client accounts with large-scale delivery of innovative digital solutions.

Accenture internal leadership positions:

- **Lead** for mobile group & digital architecture group (in NL, ~20-30 headcount) which included building and hiring teams, sales, proposition development, people management and vendor relationship management.
- **Certified Digital Architect** in **Thought Leadership & Innovation track** - setting vision and direction on "what's next" topics, providing guidance internally and to clients
- **Personal coaching and mentoring** of people in my group and on projects (~5-10 mentees at a time)
- **Training and coaching** on ***digital*** topics (modern software engineering & architecture).
  - Created and ran internal **Agile coaching & training programme** (later also for clients) during which we trained groups of 30-50 people in a 3-day session, with 4 editions per year
- **Benelux lead API management offering**
- **Public speaking**: talks and presentations, panel discussions
- **End-to-end lead** for various client engagements of varying scale (~15-50 headcount)

These leadership responsibilities have always been in parallel with long-running client engagements. I specialised in creating innovative solution plans for clients, driving them from initial idea to delivery execution (incl. budgets, contracts, compliance ownership, and commercial accountability).

Key example client engagements at Accenture:

- **Lead, Healthcare Product (2021)** - directed end-to-end creation of a mobile app and platform supporting type 1 diabetes patients, including patient data insights, driving daily-care recommendations **[AI]**
- **Architect, Retail eCommerce & PoS Transformation (2018-2021)** - technology vision and architecture for a 100+ FTE agile-at-scale programme; multi-tenant MACH architecture across multiple brands and markets; direct report to

CIO/CDO

- **CTO, Corporate Startup for Insurer (2017-2018)** - led product creation and launch of an IoT/AI-powered social home security platform, adopting lean/agile startup methods for rapid scaling **[AI]**
- **Architect, Media Transformation (2015-2017)** - architected a next-generation, microservices-based smart-TV platform serving millions of clients, including an AI recommendation engine, with distributed deployment and REST/GraphQL APIs **[AI]**
- **Lead, Aviation - Open API Strategy (2013-2014)** - introduced a company-wide Open API strategy for multi-channel passenger check-in and booking
- **Lead, Tax product → SaaS transformation (2011-2013)** - shaped vision and architecture turning a legacy desktop tool into a market-leading, multi-tenant SaaS platform processing ~1.5 million fiscal tax records per year; long-term strategy included using that data for insights, benchmarking and "what-if" forecasting of regulatory change **[AI]**
- **Additional engagements early years:** mobile-responsive product showcase with location services (2010); airline web applications & backend integration (2006-2009); insurance platform delivery (2004-2006); retail supermarket platform migration (2004)

Founder & Technical Director | Own web development company (2000-2004)
Founded a web development platform studio during university, building bespoke PHP solutions for SMB clients

EDUCATION & QUALIFICATIONS

- Master of Science, Information Management - Tilburg University
- EITCA/AI Artificial Intelligence Academy - in progress
- Certified Master Technology Architect - Accenture
- Languages: fluent Dutch and English; conversational French, Spanish and German

BEYOND THE DAY JOB

- I live in Utrecht with my wife and two daughters.
- As a family we enjoy the outdoors, travelling with the camper-van throughout Europe, visiting sunny islands or snowy mountains.
- In my spare time I like to cook, read and play a variety of sports (snowboarding, surfing, mountain biking, tennis & squash).
- I run a self-hosted homelab (server infrastructure with own Matrix messaging stack, AI models and agents for the family, home automation)