



KOEN VAN LYSEBETTEN

Enterprise Conversational AI Architect & Fractional Chief AI Officer

Turning advanced language modeling architectures into reliable, production-ready enterprise platforms

FOUR RELEVANT CASES

CASE 01 · DE LIJN (BELGIUM)

129% projected ROI

Public transport, 5,000+ FTE. Led AI roadmap and omnichannel data programme via Accenture Song. Four use cases, ExCom approved. CEO and CDO exposure. GDPR and EU AI Act guardrails. (2025)

CASE 02 · NAJM INSURANCE (SAUDI ARABIA)

Vision AI under SAMA, 40+ cities

Head of AI and lead architect on accident damage assessment: computer vision, OCR, damage detection. **6,000+ daily cases**. Roadmap aligned with SAMA, the strictest financial regulator in the Gulf.

CASE 03 · US RESTAURANT INTELLIGENCE

Three agents replaced 200 FTE

LangGraph multi-agent system replacing a 200-person back-office. Cycle time one month → ten minutes. **~90% cost reduction**. Every action attributable in under 30 seconds. In production.

CASE 04 · GOVERNMENT OF INDIA / NMML

\$2M direct · ~€10M programme value

AI / AR / VR national heritage installation under Indian public procurement. Orchestrated via partnership with **Muse Global + Tagbin**. 180+ endpoints. 99.9% SLA on 5-year O&M. Pradhan Mantri Sangrahalaya museum.

WHAT SHIPPED — SEVEN TIMES FROM ZERO TO PRODUCTION

- | | | |
|----|-------------------------------|---|
| 01 | De Lijn · 2025 | 5,000+ FTE public transport operator. No AI roadmap when I walked in. Built the operating model, four use cases, governance, business case. 129% projected ROI. ExCom approved. |
| 02 | Najm Insurance · KSA | 6,000+ daily cases. 40+ cities. Vision AI under SAMA. Constrained identities, human review, attributable actions, kill thresholds. |
| 03 | US Restaurant Intel | 200-person back-office compressed into three governed LangGraph agents . Cycle time one month → ten minutes. ~90% lower cost. |
| 04 | DevGap | Built and still running. 30+ FTE across Europe, Middle East, India. Delivery engine for regulated AI, MLOps, CRM / PIM, public-sector and enterprise integration. |
| 05 | TotalEnergies / Kwerio | Built Kwerio ground-up with Philippe Kaivers: custom CRM / PIM backbone running TotalEnergies commercial operations. AI was 20% of the job; governance and adoption were the other 80%. |
| 06 | Deloitte / Richemont | Fast50 eCommerce programme. 20+ FTE cross-border. B2B multi-country platform migration and architecture change management for Cartier, Van Cleef & Arpels, Montblanc. |
| 07 | Earlier zero-to-scale | AutoScout24 employee #3 · Kapaza €20M Schibsted exit context · VintoVino €2M ARR · Kazidomi €600K → €1.5M MRR · GIMBER 168% MRR in 6 months · Jamalon 3x revenue across 22 countries. |

METHODOLOGY — FIVE HATS, EVERY WEEK

I do not start with agents. I start with the workflow.

If the path is knowable, I make it deterministic. If the edge cases carry enough value, I add autonomy — with gates, traces, fallback, and a kill switch. **That is the difference between AI theatre and production.**

Plumber. Integration, retrieval, evals. The MLOps stack that lets production agents actually ship.

Architect. Human / agent / hybrid division of labour. What to automate, what to gate.

Foreman. Supervise the agent workforce. Constrained identities, attributable actions, kill thresholds.

Budget Killer. FinOps for AI: tokens, GPU, routing, caching. Unit economics by use case.

Translator. Board to builders, both directions. Architecture decision records, not authority.

EXPERIENCE

Lead Data & AI Strategy · Accenture Song for De Lijn

2025

- Designed enterprise AI roadmap and inference pipeline architecture. **Four use cases, 129% projected ROI, ExCom approved.**
- Compliance-by-design: intake, RACI, risk tiers, GDPR and EU AI Act guardrails. Coached delivery teams on packaging and reproducibility.
- Built Python pipelines with experiment tracking, Monte Carlo scenario analysis, executive observability dashboards.
- Orchestrated server-side attribution migration (Simple Analytics → JENTIS / Matomo) with DPO-ready runbooks.

Founder & Chief AI Officer · DevGap

2016 — present

- Bootstrapped DevGap with two co-founders. Built cross-continental delivery across London, Brussels, Noida, Surat. Channel partnership with CodeNinja (Lahore). **30+ FTE today.** Co-led the launch of DevGap India: **+1,600% growth via niche-market targeting.**
- **Plumber.** Built and operate the DevGap MLOps stack: Docker / Kubernetes, IaC, CI/CD (Azure DevOps, GitHub Actions), model registry, experiment tracking, rollback. RAG, embeddings, evals. Diagnose stale retrieval, drift, silent hallucination in production.
- **Architect.** Designed the human / agent / hybrid division of labour at US Restaurant Intelligence: **3-agent LangGraph stack replaced a 200-FTE operation, ~90% cost reduction in production.** Function calling, RAG, planning / retries / fallbacks. Eval suites and red-team prompts gating each release.
- **Conversational AI.** Built and shipped multiple custom conversational lead-gen chatbot agents — multi-turn dialogue, intent routing, slot-filling, human-handoff fallbacks — several now productized into the Kwerio platform itself. Prompts, evals, and guardrails for high-volume B2B chat with CRM-side retrieval and telemetry.
- **Foreman.** Supervise the agent workforce at Najm Insurance (SAMA-regulated): 40+ cities, 6,000+ daily cases. Constrained agent identities, attributable actions, HITL gates, kill thresholds.
- **Budget Killer.** Own unit economics across client workflows: cost per outcome by use case, model routing, caching, vendor optionality. Observability across logs, metrics, traces, drift, SLOs (Prometheus, Dynatrace, CloudWatch).
- **Translator.** Coach client data scientists from notebook to production. ExCom-level reporting at De Lijn, NHS partner network, Government of India.
- **Programme orchestration.** Government of India — orchestrated \$2M direct + ~€10M total programme value through partnership with Muse Global and Tagbin for Pradhan Mantri Sangrahalaya / Nehru Memorial: AI / AR / VR across 180+ endpoints, 99.9% SLA over 5-year O&M. SMALS + European

banking: citizen-service GenAI (RSZ / RIZIV / RVA) with DPO governance. NHS Healthcare MLOps (TR Seeds / Accenture UK): GDPR Article 9 on PII records.

Commerce Manager & Fast50 Lead · Deloitte Digital

2022 — 2024

- Director of Fast50 eCommerce scaleup programme. 20+ FTE cross-border. Built the **commercetools practice unit** from scratch.
- Richemont B2B multi-country platform migration and architecture change management for Cartier, Van Cleef & Arpels and Montblanc.

Head Data & AI Delivery · TotalEnergies via ImagePlus & DevGap

2020 — 2022

- CDO-level stakeholder. Designed CRM modernization with governance, risk and compliance, privacy-by-design.
- Co-built **Kwerio** (kwerio.com) ground-up with Philippe Kaivers — custom CRM / PIM running TotalEnergies commercial operations, with conversational lead-gen chatbot agents baked into the platform.

Head of Growth · GIMBER (Belgian DTC)

2021 — 2022

- **168% MRR growth in 6 months.** Led team of 7 across paid acquisition, CRM, retention.

Earlier. Kazidomi Head of Growth — **€600K → €1.5M MRR in 12 months** · Jamalon (MENA) largest Magento build in the Middle East, 3× revenue across 22 countries · VTM GO / DPG Media 2,380% ROI, churn 25% → 8% · Macmillan Publishing validation-loop framework, 10× decision velocity · MIVB built one of Belgium's first chatbots, before "chatbot" was a word · Co-Founder & CTO VintoVino (2011 — 2016) social wine marketplace with hand-engineered .NET search, matching, recommendation; hired engineers who later formed the DevGap founding team.

CAPABILITIES

Agentic Development

LangGraph multi-agent orchestration. Function calling, RAG, planning / retries / fallbacks. Selective autonomy, HITL gates. Eval frameworks: test suites, red teaming, versioning.

AI Ops / MLOps

Production pipelines. Containers (Docker, Kubernetes). Model registry, experiment tracking, rollback. CI/CD (Azure DevOps, GitHub Actions). IaC (Terraform).

Observability & Reliability

Logs, metrics, traces, drift, SLOs. Prometheus, Dynatrace, CloudWatch. Kill thresholds (velocity, cost, error rate, confidence). Automated suspension and rollback. Runbooks and incident response.

Compliance-by-Design

EU AI Act risk classification. GDPR Article 9 health data. SAMA financial. RBAC, secrets management, network segmentation. Audit-ready attribution traces.

PUBLICATIONS, EDUCATION & AVAILABILITY

Publications. "The AI Plumber" (2026) — governance-first agentic AI framework, PRIOR FIRE WIN methodology. "Micro Multinationals" (2012) — predicted distributed remote work a decade early.

Education. Bachelor of Computer Science — but more from the school of doing: built and operated startups across agencies, marketplaces, and AI products (LLMO search, agentic OS systems). Self-directed learning paths in generative AI, deep learning (Keras, PyTorch, TensorFlow), and enterprise AI governance.

Languages. Dutch (native) · English (native) · French (proficient).

Availability & References. Freelance, day rate on request. Start immediate. Brussels · remote EU / UK / Middle East. Senior references at De Lijn, TotalEnergies, NHS, Govt of India / Muse Global, CodeNinja — see accompanying References brief.