



Bart Adriaansen

AI SOLUTIONS & BUSINESS DEVELOPMENT

Bridging industry and Artificial Intelligence — I design and build AI agents and prompting workflows that turn complex commercial problems into practical, high-value solutions.

CONTACT

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AI EXPERTISE

- Building AI agents for business development, lead generation & automation
- Advanced prompt engineering with modern LLMs
- Applying AI to sales, marketing & customer-service workflows
- Process automation & digital tooling (e.g. print-on-demand webshop)
- Data-driven lead generation & market intelligence

CORE COMPETENCIES

- AI Solution Design & Deployment
- Business Development & Market Expansion
- Translating Business Needs into AI Use Cases
- Consultative B2B Sales & Key Accounts
- Process Automation & Digital Transformation
- Cross-functional Project Management
- International Experience (Europe & Asia)

EDUCATION & TRAINING

Business Development Program

Nyenrode Business University · 2016

Business Management Program

Nyenrode Business University · 2016

Technical Drawings & Engineering Basics

Apex International · 2019

Flexoprint Training

Printper4mance · 2019

MTS Bouwkunde (Commercial Technical)

MBO Group, Eindhoven · 1995

PROFILE

Commercial leader with **25+ years in B2B business development** across high-tech, industrial, consumer and food sectors, now focused on **Artificial Intelligence**. I design and build AI agents and advanced prompting workflows that accelerate business development, lead generation and process automation. I bridge business need and AI capability — translating complex commercial problems into practical, high-value solutions, and helping organisations adopt AI to drive measurable growth and efficiency. Proven with leading brands including Rituals and Philips Medical.

EXPERIENCE

AI & Business Development

New Packaging Group B.V.

2024 – Feb 2026

- Built AI agents and prompting workflows that supported business development, lead generation and product innovation.
- Opened and grew new B2B accounts, translating complex client briefs into practical, market-ready solutions.
- Partnered with R&D, QA and operations to industrialise concepts through to launch.
- Built qualified opportunity pipelines and negotiated margin-accretive deals.

Customer Service Manager / Key Accounts

Apex International B.V.

2018 – 2020

- Initiated process automation, including development of a **print-on-demand webshop** to streamline order intake.
- Full commercial responsibility for international key accounts and agents across multiple markets.
- Led cross-functional collaboration with R&D, production and logistics to optimise lead times and satisfaction.
- Managed turnover, pricing and margin control; optimised workflows to reduce waste and improve efficiency.

Independent Consultant

Way Beyond Presentations

2013 – 2018

- Advised SMEs and specialist companies on sales, marketing, PR and product development.
- Strengthened market positioning and go-to-market strategy for niche technical companies.
- Delivered commercially effective strategies combining innovation and cost efficiency.

Account / Sales Manager

Moeskops Grafische Afwerking B.V. & Good ID B.V.

2000 – 2013

- Developed innovative solutions for luxury, retail and technical sectors across Western Europe.
- Coordinated international projects incl. sourcing and production in China.
- Built and maintained long-term key-account relationships as a trusted partner.

SELECTED ACHIEVEMENTS

AI-Driven Business Development

Built AI agents and prompting workflows that turn manual research into scalable, automated lead-generation and outreach pipelines.

Process Automation

Launched a print-on-demand webshop, digitising order intake and cutting manual handling and lead times.

Cost & Lifecycle Optimisation — CoorsTek

Re-designed a transport system from a 6-cycle disposable to a 2-year reusable lifecycle, significantly reducing waste and cost.

Efficiency Gain — Koni

Re-engineered a tray system to raise capacity from 125 to 175 units per outer, optimising logistics and supply-chain flow.

LANGUAGES

• Dutch	Native
• English	Fluent
• German	Fluent

INTERESTS

- Running — half & full marathons
- Road cycling
- Guitar & live music
- Travel & cultures

● ADDITIONAL EXPERIENCE

- **Sales Engineer** — Multipond Benelux (2023–2024) · consultative sales of industrial automation & weighing systems.
- **Account Manager** — Auto Partner S.A. (2022–2023) · new business & margin management, automotive market.
- **Account Manager** — A. Jansen B.V. (2021–2022) · online sales & commercial support, construction materials.
- **Purchase Specialist (interim)** — Bestronics B.V. (2018) · international sourcing for high-tech, customer-specific production.