

Jan van der Heide

AI & STRATEGIC BUSINESS DEVELOPMENT MANAGER

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CORE SKILLS

Global Business Development
Strategic Partnerships & Stakeholders
AI & Digital Transformation
Translating Tech into Commercial Value
Standardization & Interface Strategy
Consultative Solution Selling
C-Level & Consortium Engagement
Entrepreneurship & Product Building

AI TOOLKIT

LLMs & Generative AI applications
Workflow automation & optimization
AI-driven decision support
Use-case discovery & ROI framing

CERTIFICATIONS

CMSE — Certified Machinery Safety Expert
Functional Safety Engineer
EULYNX Basic (2024)
Rail norms EN 50126 / 50128 / 50129
Symposium 'Leiderschap in de Industrie'

EDUCATION

BSc, Industrial Automation & Commercial Engineering
Hogeschool van Utrecht · 1998–2001
Control Engineering
Alpha College · 1994–1997

LANGUAGES

Dutch	Native
English	Fluent
German	Professional

AVAILABILITY

Open to international travel · Remote & on-site across EU

PROFILE

Global Business Developer with **23+ years** driving complex B2B growth in industrial automation and railway safety at Pilz. Specialist in railway digitalization — EULYNX, object controllers and ERTMS — engaging integrators, infrastructure managers and C-level stakeholders worldwide. Entrepreneur at heart: founder of the Benelux's largest guitar & music platform. Increasingly focused on **AI-driven transformation** — turning Generative AI into clear business value, adoption and ROI.

PROFESSIONAL EXPERIENCE

Global Business Development Manager — Railway 2022 – Present

Pilz · Business Unit Railway · Global

- Lead global business development for the Pilz Business Unit Railway — driving the Safe Digital Railway strategy across EULYNX standardized interfaces, object controllers and ERTMS.
- Drive and support major international railway tenders: Trafikverket / Sweden (€9.5M), ProRail (€2.5M) and FTIA / Finland (€15–20M, live).
- Enable Pilz teams across Brazil, India, Australia and New Zealand; engage global area managers, HQ product management and the Managing Partner.

Sales Manager BU Rail & Intl. BD, CC-Rail 2019 – 2022

Pilz Nederland

- Established the CC-Rail competence center — packaging Pilz's global expertise into reusable railway solutions for colleagues worldwide.

Global Key Account Manager — Railway, Harbour & Intl. Services 2013 – 2022

Pilz · International Services

- Global key account manager for major international clients — partnering with Global Safety Managers at Heineken, Unilever and PepsiCo — aligning Pilz international services with local plant objectives.

Product Manager — Services · Pilz 2002 – 2013

Translated customer needs into safety solutions — risk assessment, SIL/PL calculations and validation — for industry and government accounts. Earlier: Technical Product Specialist, Siemens (2001–2002).

AI & DIGITAL EXPERIENCE

GENAI IN PRODUCTION · COST-AWARE, SAFETY-ENGINEERED PIPELINE

- ▶ Built a batch LLM pipeline enriching **1,500 artist profiles** — grounding facts from editorial data plus the **Spotify, YouTube and Soundslice APIs**; validated content written to a headless Wix CMS by a daily GitHub Actions job.
- ▶ **Cost-engineered** (lean model + prompt caching) to **€1.50 for the full catalogue** — €0.001/record; a **safety-engineered** prompt blocks any unsourced fact and validates every write, shipping **zero hallucinated facts**.

ENTREPRENEURSHIP & APPLIED GENAI

Gitaartabs.nl — Founder & Owner 1992 – Present

Founded in 1992 and grown into the **Benelux's largest guitar & music platform** — **65,000+ members**; product, content, SEO and online lessons owned end-to-end.

Also build and run **concertticketsvergelijk.nl**, **leergitaar.nl** and **gitaarlesvergelijk.nl** — recently rebuilt with the same GenAI pipelines and API / FTP integrations.