

Roel Smelt

AI-native builder and interim executive · Hands-on AI engineering with senior tech leadership

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PROFILE

I am AI-native: I know most AI tools and use them every day. As Founding Partner at AI4 Accountancy I built the full front and back end of the ai4accountancy.nl platform over the past year with a small team, entirely with AI, and moved the company onto AI agents. Through De Vibecoders, which I initiated, I keep experimenting with cutting-edge tools to build software without traditional programming.

Before that I worked as a freelance interim executive: the temporary generalist and specialist who brings a company back in order, from strategy and operations to IT, and then hands it over. I think conceptually and strategically, and I implement hands-on. Twenty years of technology leadership at Booking.com, ING, KLM, MisterGreen and scale-ups give me the judgement to turn AI into working systems that hold up in daily operations.

CORE SKILLS

AI-native software development · Agentic AI / AI agents in operations · Full-stack platform build with AI (front and back end) · AI coding and agent tools · AI transformation · Product ownership · IT strategy · Search (Elasticsearch at Booking.com) · Project portfolio management · Theory of Constraints / Critical Chain · Interim management · Turnaround & restructuring · Change management

EXPERIENCE

Founding Partner · AI4 Accountancy — Current

- Built the full front and back end of the ai4accountancy.nl platform with a small team, entirely with AI.
- Moved the whole company onto AI agents.

AI Transformation Expert (freelance) · Viriya — Jan 2025 to present

AI transformation for scale-ups and SMEs: from strategy to working AI agents in daily operations. Combines Theory of Constraints with hands-on building, using current AI coding and agent tools.

Partner, AI Lab Programme (freelance) · Alex van Ginneken — Jan 2025 to Apr 2026

Initiator · De Vibecoders — ongoing

Community for experimenting with cutting-edge AI tools to build software without traditional programming.

Interim COO, later Managing Director & Partner · Retail Twin Labs (formerly Retailisation) — May 2022 to Apr 2024 · Amsterdam

Brought in by the CEO and PE investor with a 12-month mandate to get a supply chain tech company on a healthy footing.

- Restructured operations and reached operational break-even within 6 months.
- Refocused the strategy on Theory of Constraints with Goldratt Research Labs for retail digital twin simulations.
- Brokered a successful exit to secure future growth.

Interim Chief Operating Officer · Pure Value Europe — Dec 2020 to Feb 2022 · Noordwijk

18-month turnaround of a sustainable in-store promotion display company, hired by the CEO and PE investors.

- Untangled a complex situation across team, leadership, shareholders and supplier; simplified customer processes.
- Operational break-even within 6 months; handed over a multi-year strategy that went into execution.

Investor & CEO · Shine Netherlands (formerly Tellow) — Jun 2018 to Nov 2020 · Utrecht

Carved an internal Rabobank project out into a standalone fintech scale-up for online bookkeeping for entrepreneurs.

- Negotiated and deployed a Series A with Rabo Frontier Ventures; built the team and culture.
- Secured a PSD2 license from De Nederlandsche Bank; realised a successful exit to Ageras.

Director of Strategy & Innovation · MisterGreen Electric Lease — Sep 2013 to May 2018 · Amsterdam

- Realised the strategy to double the Tesla lease fleet to 3,000 battery-electric vehicles in 2018.
- Built a 100% online registration, authentication, validation and contracting process, restructuring business and IT together.

Senior Product Owner · Booking.com — Feb 2012 to Aug 2013 · Amsterdam

- Implemented Elasticsearch for all searches on the site.
- Established the quality of the apps (iOS, Android and Windows 8); conceptualised the Booking Now app.

Portfolio Manager (freelance) · ING — Dec 2007 to Jan 2012 · Amsterdam

- Full-scale Critical Chain Project Management implementation in an IT department of 800+ people; 30% more ICT projects successfully finalised.
- Delivered a high-profile mortgage IT project on time, within budget and scope (live December 2011).

Client Director · Goldratt Consulting — Dec 2005 to Nov 2007 · Europe, India

Implemented Viable Vision strategies based on Theory of Constraints at midsized and large companies, working closely with Dr. Eliyahu Goldratt.

Portfolio Manager (freelance) · KLM Royal Dutch Airlines — Sep 2004 to Nov 2005 · Amstelveen

Portfolio manager of all IT projects for KLM Internet Services based on Critical Chain Project Management. Restructured KLM Webservices and significantly improved due-date performance of the ICT portfolio.

EDUCATION

MSc Business Administration & Technology
University of Twente, 1989 to 1995
Plus Applied Philosophy of Science, Technology & Society

LANGUAGES & WRITING

Dutch (native), English (full professional)
Writes about disruptive technology and human agency on roelsmelt.com and in Disrupt Consciousness.