

Thomas van Welsenes

Product & AI Engineer | Customer Deployment

San Francisco, California
thomasvanwelsenes@gmail.com
thomasvanwelsenes.com
github.com/BigBoyWeazle
linkedin.com/in/thomas-van-welsenes

About Me

I'm an engineer and entrepreneur driven to turn ambitious ideas into products people actually use. I work alongside customers, from selling the idea to building and deploying it. I believe AI and innovation can transform lives, and I want to help shape that future with purpose, powered by sustainable energy and guided by respect for our planet.

Skills

Engineering
Python, TypeScript, SQL, React, Next.js, Node.js, Tailwind CSS

AI & Deployment
OpenAI API, Anthropic API, Grok, Codex, Claude Code, Git, Vercel

Data & Analytics
PostgreSQL (Neon, Supabase), Convex, Power BI, Databricks

Customer & Product
Customer discovery & onboarding, Technical sales, Product ownership, Agile / Scrum

Working Style
Customer-oriented, Clear communicator, Collaborative, Adaptable, Curious, Growth mindset, Entrepreneurial

Languages

Dutch (Mother tongue), English (Fluent), German (Basic), Spanish (Learning), Persian (Learning)

Education

MSc Hydraulic Engineering
Delft University of Technology | 2016 – 2019
Coastal Engineering; microplastics thesis at Deltares.

BSc Civil Engineering
Delft University of Technology | 2012 – 2016

ALCI Program
California State University San Marcos | 2015
Business Management and Behavioral Economics.

Scrum Master Certificate
Scrum Alliance | 2022

Work Experience

Welsenes Brothers V.O.F. | Co-founder | Product & AI Systems Engineer
2021 – Present | Amsterdam, Netherlands & San Francisco, California

- Sourced, closed, and onboarded 6 e-commerce clients (4 ongoing), including multimillion-revenue businesses; owned delivery and support.
- Built and deployed TypeScript ad pipelines with ScrapeCreators, Higgsfield, Meta, and Anthropic APIs; refined instructions from client feedback and ad results.
- Generated 4,000+ client ads, including 2,200+ for Zapply (~€50M/year supplements brand), supporting its US expansion.
- Reduced Zapply's design staffing and agency dependence; enabled plnktn and LABAREAU (€1M+/year each) to avoid extra design hires.
- Automated support analytics and strategy for multimillion-dollar e-commerce platform Lotgenootje, implementing solutions directly within its support team.
- Co-built LearnFarsi (1,400+ mobile MAU) and LaunchPanda (~2,200 registered users): ~$4k/month combined (~$1k MRR); apps + agency total ~$4–8k/month.
- Grew an X audience to nearly 5,000 by building in public; earned paid product sponsorships.
- Expanded from Blockchain & AI consulting (2021–early 2026) into Product & AI Engineering.

Vattenfall Heat | Product Owner
Late 2024 – Early 2025 | Amsterdam, Netherlands | Energy & heat operations

- Led a 4-person Dynamics CRM team through prototyping, $100M Salesforce leads/contracts migration, early production setup, and initial onboarding of ~12 sales/account managers.
- Owned a separate Data Management & Analytics backlog covering heat-loss forecasting and data quality.

Vattenfall Heat | Business Data Analyst & Scrum Master
2022 – 2025 | Amsterdam, Netherlands | Energy & heat operations

- Built a Power BI payments dashboard for 100+ users; helped raise timely payments from 10% to 50% within 2 months.
- Enabled growth of Heat NL's first data team from 3 to 8+; established Scrum and recruited/onboarded staff.
- Drove adoption of team-built models identifying multimillion-euro heat losses; translated user feedback into developer requirements.

Boskalis | Junior Discipline Engineer
2021 – 2022 | Rotterdam, Netherlands | Marine & energy infrastructure

- Developed Python/AutoCAD automation, cutting coastal-design work from hours to minutes.
- Modeled waves and designed coastal structures for tenders and construction operations across three countries.

Boskalis | International Dredging Operations
2019 – 2021 | Rotterdam / Finland / Russia / Taiwan | Marine & energy infrastructure

- Worked on gas-pipeline construction projects in Russia and Finland, and offshore wind construction in Taiwan.
- Automated 3D wave-model setup with MATLAB/Python during an international offshore engineering traineeship.

Entrepreneurship

Agora Connects | Co-founder & Financial Lead
2021 – 2022 | Amsterdam, Netherlands

- Co-founded a 50+ Helium-hotspot IoT venture; owned budgeting and helped deploy and operate its LoRaWAN network.

Pantai Project | Co-founder & Researcher
2018 – 2021 | Delft & Bali, Indonesia

- Managed 5 research projects with 12+ TU Delft students supporting The Ocean Cleanup; secured sponsorships and Indonesian university/NGO partnerships.