

Yvan Veldeman

Senior Project Manager & AI enthusiast

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PROFILE

Senior project manager with a strong combination of business knowledge and technical knowledge. The projects that stick are the ones where the remit went past project management into (proxy) product ownership.

Agile and Scrum, stakeholder management, team dynamics. Software development, migration and implementation projects at everything from small startups to IKEA, delivered in Belgium and abroad, in-house, near-shore and off-shore. Still writes code: web applications, PWAs, and the occasional mobile app.

In February 2026 I stopped taking on assignments in order to work on AI full time — a sustained study of its practical facets, technical and commercial: software development end to end with AI, agents, RAG, MCP, prompting, and operational work run with AI in the loop.

LOOKING FOR

Projects in software development or implementation, in house or at the client. Work where the end result matters more than the formalities, and where I get to think through the solution with the client rather than be handed one.

I would rather it be work where I can use what I know about AI, but that is not a requirement. Hands-on analysis, development or testing is equally on the table.

SKILLS

Delivery & leadership: Agile & Scrum, Team leadership, Programme management, Delivery management, Portfolio management, Project management, PRINCE2, Kanban, Risk management, Vendor & multi-sourcing management

Product & stakeholders: Stakeholder management, (Proxy) product ownership, Team dynamics & coaching

Web & app development: Experience with the common front-end and back-end technologies, databases and cloud hosting — enough for a strong conceptual grasp, and enough to question a technical solution rather than take delivery of it.

Enterprise systems: Experience with enterprise (W)CMS platforms, and with ERP and CRM — SAP and Salesforce — in implementation and migration projects.

Digital marketing: SEO, Google Ads (search & display), Paid social (LinkedIn, Facebook), Programmatic buying

AI EXPERIENCE

How do I use AI as a project manager

In my own work as a project manager, AI does the collecting and consolidating. Claude Desktop is connected to the tools a project lives in:

Daily and weekly reports out of Jira, Slack, mail, calendar and Excel, in the same format every time

Ad-hoc questions put to those sources instead of to people

Exception reports on a schedule; risks watched against triggers I wrote down
Meetings scheduled and the budget sheet kept up, with my approval before anything leaves my machine

This allows me to focus on high-yield project management tasks, and to be more efficient and effective.

The full software lifecycle, with AI

I have implemented the full software development lifecycle with AI, from requirements to production, with professional best practices at every step: analysis, architecture, development, testing, devops and operations. Two conclusions from that:

With AI the work goes faster and the quality goes up — both, not one at the expense of the other

The traditional lifecycle will change, given the speed and intelligence AI brings; not every phase, gate or role survives as it is

Happy to talk about it.

WORK EXPERIENCE

Project Manager & Proxy Product Owner

BOSA, BE | 01/2023 - 02/2026

Project manager and proxy product owner at the Belgian federal public service BOSA, on MyGov.be: a mobile app for iOS and Android that puts official government documents on the citizen's own phone. Working to the strictest security and privacy requirements that apply to a government app.

Technologies: Agile, Proxy product ownership, iOS & Android, Security & privacy by design, Public sector

Project Manager & Team Lead

Digitaal Vlaanderen, Flanders, BE | 08/2020 - 08/2022

Team lead for the programme connecting local and central government entities to Mijn Burgerprofiel — the portal where every Flemish citizen sees their government data, permits and official documents. Also project manager on overarching work across Mijn Burgerprofiel and Webplatform, and on the Corona taskforce.

- Project manager for the Corona taskforce: getting Covid certificates and vaccination scheduling onto Mijn Burgerprofiel at top priority. The urgency made the work ad hoc and last-minute by nature, and it was run that way on purpose rather than by accident.

Technologies: Agile, Scrum, Stakeholder management, Public sector integration

Project & Delivery Manager

Katoen Natie, BE | 02/2019 - 08/2020

Project and delivery management across eighteen projects in eighteen months — running after and alongside each other rather than all at once. They ranged from building internal tools up to implementing an LMS.

- 18 projects / 18 months — Ran eighteen projects over eighteen months, from developing internal tools through to an LMS implementation.

Technologies: Delivery management, Migration, Implementation

Project Manager, Collect&Go

Colruyt Group, BE | 01/2018 - 01/2019

End-to-end owner of the new Collect&Go website, built with an external supplier in the UK. Heavy integration surface, so stakeholder and risk management carried the project.

Technologies: Vendor management, Risk management, Systems integration

Project Manager & Digital Specialist

Gates, BE | 04/2017 - 01/2018

Gates makes belts and hoses worldwide, and wanted a project manager with hands-on digital experience rather than one who would hire the hands. I ran the Digital Marketing Strategy project: an as-is analysis first, then a digital strategy derived from the business strategy, then the work of making the organisation aware there was one.

- Hands-on alongside the management: SEO, LinkedIn and Facebook, AdWords and programmatic buying — mostly together with external partners.

Technologies: Digital strategy, Kanban, Coaching, SEO, Paid media

Project Manager, New Web & E-commerce

IKEA, BE | 06/2016 - 04/2017

IKEA Sweden had built a new website with full e-commerce, and Belgium was the pilot for the worldwide rollout: this implementation served as the model for the rollout in the other countries. The global site had to be combined with a number of local, external solutions and adapted to Belgian legislation.

Technologies: Stakeholder management, E-commerce, Kanban, Localisation

Project & Portfolio Manager

VMSW, BE | 06/2015 - 06/2016

Project and portfolio manager at VMSW, the Flemish social housing agency. The development team had grown from five people to seventeen, and the governance model for its programmes and projects had to be rebuilt to hold at that size — in an agile context, not around one.

- Managed the full project and programme portfolio, coached the other project managers, and ran projects with Scrum: Projectportaal (registering building projects), Prisma (the back office behind them) and OP (personal-data retrieval from the Kruispuntbank Sociale Zekerheid).

Technologies: Agile, Scrum, Portfolio management, Governance, Coaching

Senior Project Manager

AGIV, Flanders, BE | 11/2011 - 05/2015

Programme and project management for Geopunt at AGIV, the Flemish government's geographic information agency — the public map of Flanders, built from scratch. Also acted as proxy product owner.

- 9 projects · 4 PMs — Ran the programme with three other project managers across nine projects, agile from the start rather than converted to it later.

Technologies: Agile, Programme management, Stakeholder management, Multi-sourcing, Proxy product ownership

Project Manager, e-business

SD Worx, BE | 04/2008 - 03/2011

Development and implementation projects for internal customers — marketing first, but also international, HR and ICT — most of them run with Scrum. A new WCMS and the migration onto it, B2B and B2C site work, reusable e-document plugins built and then rolled out across Europe, digital course evaluation, digital job applications, and back-office process optimisation.

- 50 - 2,200 man-days — Project sizes ran from 50 to 2,200 man-days, so the same person was sizing a fortnight's work and a multi-year programme.

Technologies: Scrum, WCMS & migration, e-business

Developer, Team Lead & Product Owner

Raet, NL | 01/2001 - 03/2008

Joined a new startup as a web developer and grew into team lead and project manager. The work was a new HR and payroll system; I was product owner for one of its three main components, the web application.

Technologies: Web development, Team lead, Product ownership

BI & Pre-sales Consultant

Information Builders, BE | 10/1998 - 12/2000

Senior consultant analysing and building business intelligence and enterprise application integration solutions, then pre-sales with a focus on proofs of concept — where understanding a customer quickly is most of the job. Clients included HessenNatie, Kinopolis, Audi HQ, Securex, Bank Corluy, and SAP migrations at CBR, Roche Vienna and Monsanto Brazil.

- Received the company's Award for Outstanding Achievements in Professional Services, 2000.

Technologies: Business intelligence, EAI, Pre-sales

Analyst / Developer

KBC, BE | 09/1993 - 09/1998

Started with a traineeship at Kredietbank and stayed on as an analyst-developer for internal divisions: HR, logistics, communication, organisation and tax. Trained senior management, and led the introduction of a document management system and Lotus Notes.

Technologies: Analysis, Development, Document management

OWN PROJECTS

Twenty-one services, one page

A self-built control plane for the virtual private servers I run.

Everything I build for myself runs on one Hetzner box: trading dashboards, a video knowledge base with RAG search, paper-trading engines, a market scanner, and the databases behind them. Twenty-one services, split across applications, background workers, infrastructure and databases.

Managing all my services got a great deal easier at a glance.

Technologies: TODO

Make AI Work

A Claude course for small teams, built as an app — three install paths, 18 modules, 87 ready-to-run recipes.

Small business owners hear constantly what AI can do and get a fraction of it. The gap is rarely the model; it is knowing which workflow to run, in the software they already pay for.

Technologies: TODO

A readiness check for the AI Act

An assessment instrument for mid-sized companies, in three reading depths, with its own legal currency on the page.

A mid-sized company has no in-house counsel and no appetite for the Official Journal. The news said the AI deadline had moved, most people read that and stopped reading, and the obligations that were already enforceable — the ones carrying the largest fines — were never postponed at all.

Technologies: TODO

EDUCATION

Bachelor Informatics, Na.Ra.FI

CERTIFICATIONS

PRINCE2 Practitioner

PMP (Project Management Institute)

Certified ScrumMaster

PROFESSIONAL DEVELOPMENT

Leadership: Leadership training (MBTI, situational leadership), Master in Results / Matrix van Leiderschap (Carl Van De Velde)

Business: Young Entrepreneurs (Cronos), Growth hacking

Delivery: ITIL, Risk management, Time management, MS Project

LANGUAGES

Dutch: Native

English: Excellent

German: Understand Good, Speak Good, Read / write Basic

French: Understand Medium, Speak Medium, Read / write Basic

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