

Benjamin de Bruijne

Digital & AI consultant · Audit, automation and project delivery, including in regulated environments

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PROFILE

Independent digital and AI consultant, **20+ years in IT**, 200+ web projects built or managed. I work as an **orchestrator**: I run the audit, translate the client's expectations into a specification and a roadmap, then lead or deliver the implementation, alone or with partner consultants. What sets me apart: long experience of **highly regulated environments** (GxP biopharma, banking, public sector: governance, compliance, cybersecurity, validation) combined with **AI integration and automation in production** (OpenAI and Anthropic APIs, RAG, agents, voice AI, n8n). Early access to ChatGPT and Claude since 2021. Currently on a long-term assignment with a global biopharma leader and with a Belgian group of some forty companies. I design, document, deliver and train. What is well conceived is clearly expressed: I work with full ownership of the scope.

WHAT I DO

Audit & scoping: digital and AI audit of an organisation (processes, tools, data, risks), executive overview with CEO and CIO, prioritised use cases, specification, 6 to 12-month roadmap, costing, tool selection, scope guardianship during deployment

Delivery & compliance: project management (stage-gate, RACI, RAID logs, steering committees), CSV validation GAMP 5, 21 CFR Part 11, ALCOA+, GDPR, EU AI Act, IT/OT ISA/IEC 62443, audit-defensible documentation, team training

Marketing & acquisition: multi-channel funnels, email sequences, copywriting, SEO and GEO (visibility in AI engines), orchestrated launches

Automation & AI in production: agents and assistants (OpenAI, Anthropic), RAG, voice AI (Twilio, ElevenLabs), n8n, Make, Zapier, CRM / ERP / invoicing integrations, human validation in the loop, measured gains

Development & sovereignty: custom websites and applications (Astro, React, Next.js, Node, PHP, Postgres, Supabase), code the client owns, hosting under Belgian or EU law, open-source tooling (Git forge, mailing), on-premise AI at the client's when required

Enterprise tools: ServiceNow, Microsoft 365, SharePoint, Jira / Confluence, Git, Power BI, SQL, Brevo, Stripe

PROFESSIONAL EXPERIENCE

Digital Technology Subject Matter Expert (DT SME), GxP environment

Sept. 2025 – present

Belgian biopharmaceutical group (global leader), Braine-l'Alleud site · Freelance via Computacenter · Labs, Manufacturing, Quality, IT Security

- **Digital reference** for Labs / Manufacturing / Quality teams: resolution of technical and architectural blockers, tech ↔ business translation, validation of development and transformation plans, advice to management on emerging technologies and AI.
- **CSV validation:** 15+ GxP deliverables (URS, DCS, CSV strategy, IQ/OQ/PQ), traceability matrix, change control; **IT/OT governance and cybersecurity** (inventory, flow mapping, segmentation, privileged access); governance of AI tools entering plants and laboratories.
- GP0→GP4 project lifecycle governance (gates, RACI, project kits), field workshops with QA and IT Security, internal training.

Client scope and data confidential (GxP). References available upon authorisation.

AI & automation consultant: audit, scoping, production rollout

2026 – present

Freelance · Belgian services group (some forty companies, 3,000 employees, Evere) · bailiffs' office (Ixelles)

- **Group:** one-to-one AI overview with the CIO, then rolled out branch by branch; support for the deployment of a general-purpose AI assistant offered to all staff (use cases, scoping, training); finance projects: harmonisation and automation of invoicing and dunning cycles across heterogeneous systems, shared tracking cockpit, human validation in the loop.
- **Bailiffs' office:** generalist tooling and automation assignment around accounting: needs, tool selection, integrations.

Voice AI Developer & Consultant, automated appointment booking

2025

Wellcare Medical Center (multidisciplinary healthcare centre), Waterloo · Freelance

- Multilingual voice AI (FR/NL/EN) managing medical appointments autonomously, 24/7: specifications with medical and administrative staff, conversational scenarios, full pipeline (identification, slots, confirmation, agenda sync), GDPR by design (health data), guides, user testing and progressive production rollout (GPT API, ElevenLabs, Twilio, Supabase).

Founder & consultant, digital strategy, automation & AI

2009 – present

Beneloo (freelance) · Belgium · SMEs, start-ups, associations, institutions · beneloo.com

- 200+ web projects built or managed since 2005; 40+ organisations supported: audit, tool selection, implementation, documentation (guides, process maps, automation blueprints), team training, analytics-driven iterations. Current offer: AI visibility score, operational audit, automation, in-company training (AI Act art. 4).
- Custom workflows: quote generation, smart forms, lead processing, task automation (Make, Zapier, n8n, OpenAI / Anthropic APIs); WordPress, Astro and React websites, funnels, SEO / GEO, copywriting. AI Operator since 2019.
- **Orchestrated launch (2016)** of an online course for "La solution est en vous" (the leading French-language personal development page, 3.3M followers): multi-channel funnel across email, Facebook and YouTube, copywriting, go / no-go follow-up sequences, infrastructure and payments (Stripe, PayPal); **CAD 3.5M in sales in 7 days**.
- Own products in production: **Observatory** (measures SME visibility across 4 AI engines, frozen and audited protocol), **Service-Volée** (76,000 player profiles, scheduled crawler, Postgres, PWA), **BiblioPulse** (44M ISBNdb references, AI recommendations), **Pulse Noir** (community of 2,150 readers, newsletters, Supabase / OpenAI automations).

Founding president, sovereign digital infrastructure

2026 – present

Singulr ASBL (non-profit), Brussels · singulr.be

- Digital commons operated and hosted in Belgium under Belgian and EU law, 100% open-source stack (Git forge, bulk mailing), an alternative to non-EU jurisdictions (CLOUD Act, FISA 702). Singulr Health 2026 conference (ethics and economics of AI in healthcare, ~50 hospital decision-makers), with a cybersecurity expert and a physician.

Program Manager, employment liaison & digital process design

2009 – 2011

Mission Locale de Schaerbeek (public employment service), Brussels

- Job-skills matching platform (NACE codes, competency frameworks), hiring needs of 40+ companies (STIB, JC Decaux, Brussels Airport), semi-automated pre-qualification, partner coordination, impact assessments.

Internal consultant, process optimisation & digital tooling

2006 – 2008

Fortis Bank, Litigation & Succession departments, Brussels

- Analysis and streamlining of internal workflows and tools in a regulated banking environment (AML, records retention): on-site immersion, alignment of tools with IT, manuals, training, change management.

French teacher & digital innovation advisor

2001 – 2024

Secondary education (WBE), Brussels · dual role: teaching + digital transformation and IT support

- Taught French; internal digital advisor: tools, IT support, digitised lessons, integration of AI tools, staff training.

| EDUCATION

- **Master's degree in Labour Sciences** (training management, project management), Université libre de Bruxelles (ULB), 2004–2006
- **A.E.S.I. in French & History** (secondary teaching degree), Haute École de Bruxelles (HEB, Institut De Fré), 1998–2001
- **Project Manager certification**, Bruxelles Formation, 2008–2009 · Continuing education, Solvay Brussels School

| CERTIFICATIONS

- Vibe Coding L5, Lovable (2026)
- DigitalMarketer (2016): acquisition, customer value, content, testing · Hootsuite Professional (2014)

| LANGUAGES

- French: native
- English: professional (C1), daily working language
- Dutch: working proficiency (B1)

| INFORMATION

- Belgian national · Driving licence B
- Formats: fixed-price audit, time and materials, long-term or one day a week, engagement through an intermediary possible; 2 to 4 weeks' notice
- Mobility: Belgium, hybrid; remote EMEA possible
- Interests: chess (former European-level player), writing (novel in progress), tennis