

BART GELSING

PRODUCT • TECHNOLOGY • TRANSFORMATION

I turn complexity
into **clear choices**,
progress and **results**
— together.

*Curious before certain.
Simple before clever.
Build. Learn. Improve.*

For 20+ years I've helped organisations turn strategy into products, platforms and operating models that deliver.

Across PinkRocade, BDO Global and Grodan, I grew from business analysis to global IT leadership - now advising leaders on product, technology, organisation and growth.

50+

INITIATIVES

product & transformation

30+

TEAMS

led & coached

12+

INDUSTRIES

across sectors

10+

COUNTRIES

international
experience

€60M+

PROJECT VALUE

across multiple projects

MY CAREER JOURNEY



WHAT I CHANGED



01

GRODAN — BUILD. LAUNCH. SCALE.

My contribution: Built the e-Gro product organisation from 1 to 4 teams across 2 countries. Launched the first product version and evolved it directly with customers.

1 → 4 teams

2 countries

~80 global sensor customers connected — and growing.

02

PINKVALLEY — BUILD WITH CUSTOMERS

My contribution: Created a group-wide customer co-innovation format at PinkRocade: Friday sessions, brainstorm and rapid prototypes around real municipal and societal problems.

4 programs

6 months each

15–20 municipalities

More transparency, stronger customer relationships and upsell opportunities.

03

REDLABS — EXPERIMENT. CONNECT. SCALE.

My contribution: Built BDO Global's test environment for new technologies, integrations and prototypes, giving member firms a safe place to experiment before wider rollout.

140 member firms

worldwide

Faster learning, reusable solutions and lower-risk innovation.

04

WE DO THINGS DIFFERENT — PINKROCCADE

My contribution: Started a culture movement to break silos and make ownership, transparency and accountability practical in day-to-day work.

Organisation-wide

More ownership, collaboration and openness to change.

05

ADVISORY — FROM PRODUCT IDEA TO SCALE

My contribution: Helped smaller firms scale from 7 to 20+ people and advised larger enterprises on product launches, customer feedback loops, marketing funnels and digital service/support.

7 → 20+ people

multi-sector

Customer needs translated into products, launches and scalable service.

LEADERSHIP SCOPE



People & Teams

Led and coached 30+ teams; leadership scope ~45 FTE. At Grodan, scaled from 1 to 4 teams across 2 countries.



Product & Portfolio

Strategy, discovery, roadmaps, customer feedback and launches - from iBurgerzaken citizen self-service to global sensor products.



Delivery & Commercial

Portfolio/project budgets, vendors, invoicing, delivery, go-to-market and marketing funnels.



Stakeholders & Change

Connected customers, leaders, technology teams and partners; made change concrete, transparent and workable.

HOW I LEAD

- ✓ Give people context, then ownership.
- ✓ Make complexity discussable.
- ✓ Challenge the system, not the people.
- ✓ Create room to experiment and learn.
- ✓ Stay close to reality to know when strategy isn't working.
- ✓ Build environments where good people can do their best work.
- ✓ Bring energy, clarity and calm when it matters most.

BACKGROUND

Education

Pre-master Software Product Management — Utrecht University
Product Management — Vrije Universiteit Amsterdam
Entrepreneurship — Informatica Communicatie Academie

Continuous learner

AI · Product · Leadership · Strategy · Change · Cognitive Psychology

Languages

Dutch (native) · English (fluent) · German (working proficiency)

Location

Ober-Wöllstadt · Rhein-Main · Germany

“ Leadership isn't about having all the answers. It's about asking the right questions and building great things together. ”

LET'S CONNECT

- ✉ b.gelsing@outlook.com
- 🌐 linkedin.com/in/bartgelsing
- 🌐 s3studio.info
- 📍 Ober-Wöllstadt, Germany

