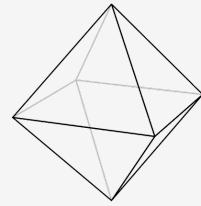


Arjen Vrielink

interim Director · C[E|O|T]O · Leadership advisor

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Profile

I am Arjen (1977) a technology and product leader with 25+ years of experience building and scaling geospatial and satellite-data companies. Educated at Wageningen University (double MSc), I combine deep technical expertise in Linux and cloud systems, satellite image processing and full-stack web development with strong commercial acumen and an infectious ability to build high-performance teams and cultures.

I initiated and led major strategic transformations; from project-based to product-led, from desktop to web based, from monolith to scalable cloud architecture, or from ad-hoc projects to structured agile delivery.

I bridge the tech and commercial gaps in organisations. I quickly grasp complex issues and translate them into simple, technically feasible and commercially viable terms.

Achievements

- | | |
|------------------------|---|
| Satelligence | grew company from 6 to 50 FTE; drove gross margins to 70–90%; achieved ISO 27001 certification; first Remote Sensing company to receive EY assurance (ISAE 3402); scaled monitoring to 95% of global palm oil and 80% of global cocoa supply chains; raised seed investment from impact VC; |
| NelenSchuurmans | transformed an unstructured IT consultancy into a disciplined, product-focused agile organisation; scaled Lizard from a vertical platform to a high-performance horizontal architecture serving as a geospatial raster and vector (including Earth Observation) data broker. |
| dbVision | ported a C# desktop geomatics application to a full web-based client–server architecture (PostGIS + Python + JavaScript), enabling SaaS delivery. |
| Water Insight | introduced Scrum, Lean and Kanban from scratch, resulting in faster delivery cycles, better software quality and higher staff motivation; automated the satellite image processing chain end-to-end. |
| SarVision | designed, built and deployed an end-to-end Fast Illegal Logging Response system based on ENVISAT ASAR radar, including remote field components, a first in the sector. |



Experience

Freelance Consultant *This Hollow Earth* May 2026 – Now, Utrecht

- Writing and building at the intersection of technology, human systems and environment.

Director – Co-founder *Satelligence* Feb 2017 – May 2026, Utrecht

- Overall management, strategy, technology leadership and product direction for a satellite-based forest, agriculture and carbon monitoring SaaS platform;
- Led engineering and ops to cover 95% of global oil palm and 80% of global cocoa supply chains for deforestation monitoring;
- Tech lead in ESA-funded DeepView / BIOMASS / CoCoNarc and RADD (with WRI & WUR) programmes;
- Led EY ISAE 3402 assurance audit, a first for any Remote Sensing company globally.
- Raised seed investment from a leading impact VC fund (2020).
- Led and implemented a cloud-based, horizontally scalable satellite image processing platform (2017); > 1000×performance uplift vs. previous architecture;
- Managed cross-functional teams spanning engineering, data science, ops, HR and finance; grew headcount from 6 to 50+.

Product Owner *Nelen & Schuurmans* Jan 2016 – Jan 2017, Utrecht

- Strategic vision for Lizard, a geospatial data platform; integrated product development, design thinking and open innovation;
- Scaled agile practices across multiple teams and company divisions.

Software Developer (Full Stack) *Nelen & Schuurmans* May 2013 – Jan 2016, Utrecht

- Full-stack geospatial development (HBase, Spark, PostGIS, Python/Django, JavaScript/Angular, D3, Leaflet) for the Lizard platform;
- Set up agile development methods for a team of 5–7 developers.

Sr. Geomatics Consultant *dbVision* Jul 2012 – Apr 2013, Utrecht

- Ported a C# desktop noise-model application to a PostGIS/OpenLayers web client–server architecture;
- Spatial data analysis (PostGIS, QGIS, GDAL) and geo web development (Flask/HTML5/JS).

Sr. Geomatics Engineer *Water Insight* Jul 2009 – Jun 2012, Wageningen

- Automated satellite image processing chains (Python, Bash, Matlab); Linux system engineering (Debian/Ubuntu, Puppet, Jenkins, KVM);
- Implemented OGC web services (WMS, WFS, WCS, SWE/SOS) and agile workflow from the ground up;
- Ported a hydrological model from Fortran to Python and set up the North Sea water quality monitoring portal.

Sr. Technical Consultant *Stoas (now UpLearning)* Sep 2007 – Jun 2009, Wageningen

- Consulting and engineering for open-source VLEs (Moodle, Sakai, Mahara, Elgg) at enterprise clients in Oil & Gas, Banking and Insurance;
- Drafted and pitched alignment plan to reduce costs and increase security across technical departments.



Project Engineer / RS Expert SarVision Jan 2002 – Aug 2007, Wageningen

- Architect and developer of end-to-end tropical forest monitoring systems based on ERS and ENVISAT SAR data in Kalimantan, Indonesia (field visits included).
- Delivered NIVR Fast Illegal Logging Response system; ESA INDREX-II Pol-InSAR campaign; SarGrid SAR processing infrastructure;
- REDD peat swamp forest mapping.
- Heart of Borneo land use/land-use-change mapping for WWF.

Skills & Expertise

Leadership Director · CTO · COO · Strategy · HR · Finance · M&A (fundraising) · Strong culture builder

Product Project-to-product transitions · SVPG · Agile (Scrum, Lean, Kanban) · Team Topologies · Accelerate! · System Thinking · Infinite Games

Technology Linux/DevOps · Cloud · Python · JavaScript · PostGIS · Satellite image processing · Geospatial (GIS, OGC & Cloud Native GIS) · AI

Communication Excellent oral and written communication skills. Extensive experience in crosscultural communication and collaboration (Japan, Indonesia, Brazil, Bolivia, Ghana, Cote d'Ivoire, Europe, US, Argentina)

Certifications ISO 27001 · ISAE 3402 · ISAE 3400 (led audits with EY)

Commercial B2B SaaS · ESA & EU grant programmes · Impact-VC fundraising · Investor relations · BD / account management liaison

Languages Dutch (native) · English (excellent) · German (good) · Japanese (elementary) · French (elementary) · Indonesian (elementary)

Education

MSc Natural Resource Management in the Tropics · Wageningen University 1995 – 2001

MSc Geo-information Science · Wageningen University 1999 – 2001



Books



Outside work

Books, music, biking (road, gravel, MTB), Board member RedCube Foundation (open & disruptive tech advocacy, 2003- 2013) · Volunteer Bits of Freedom (digital rights). Blogger at medium.com/@vrielink, thishollow.earth and aneveningstroll.com. Enthusiastic culture-builder (book club, movie nights, game nights, Raspberry Pi workshops, Sinterklaas, team lunches & dinners).