

Micha van den Herik

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Data & AI consultant with four years of enterprise delivery at Accenture. I thrive on taking end-to-end ownership of AI initiatives, starting from an ambiguous problem and structuring and carrying it from discovery through pilot to production. Proven experience across high-tech, energy, retail, chemicals and banking. Given my engineering background, I am equally at home working closely with engineers as I am with senior management. **Looking for a forward-deployed role where I own the outcome, not the deck.**

EXPERIENCE

Senior Strategy Consultant, AI & Data — Accenture

Amsterdam, Netherlands · Sep 2022 – present

Several data & AI engagements, embedded with both national & global clients in a wide set of industries.

Global high-tech manufacturer

Jun 2026 – present

Project lead for two high-priority AI use cases. Own end-to-end project planning, delivery and stakeholder management, presenting to C-1. Global scope, run across a cross-cultural team spanning the Netherlands and Taiwan, translating business requirements into build plans with the engineering team.

- **Automated translation of highly confidential technical work instructions.** Managing one of the high-priority projects within the company brings a challenge in stakeholder management, requiring careful coordination and communication.
- **Recommendation engine for material notification review.** Taking over the role of project lead mid-delivery, while delivering it on time, required strong project management and risk mitigation skills.

Global consumer retail company

3 months

Defined the agentic AI roadmap for the AMS domain, top-down and bottom-up: mapped current processes, quantified time and cost savings per process, built the business case, and set out the technical implementation path and timeline.

International transmission system operator

7 months

Owned the CoE's interface to the business. Rebuilt a GenAI use-case delivery process that was failing to ship, and ran three use cases end to end — including one enabling faster construction of high-voltage transmission infrastructure, months faster than traditional methodology.

EARLIER ENGAGEMENTS

International chemical producer — Set the implementation strategy for enterprise architecture tooling (LeanIX) with the client's EA Lead; led several engagements within the AI workstream (Copilot Studio solutions, AI governance, use-case identification) with two offshore resources.

Multinational bank — Redesigned how the data science division ships AI model changes under global risk and compliance requirements.

Utilities company — Ran discovery with 15+ stakeholder groups and prioritised 100+ AI use cases into a sequenced roadmap.

Beyond client work: ran 10+ agent-development workshops for 100+ colleagues; built a persona agent in Azure AI Foundry to support client workshop facilitation; organised a company-wide datathon in collaboration with UNICEF; contributed to additional business development work, including AI architecture and go-to-market strategy across the AI & Data practice.

INTERNSHIPS

Graduate Intern — Sensing Clues Foundation

Jun – Dec 2021

Built a digital-twin framework to model wildlife populations in Kenya for a conservation non-profit: agent-based simulation plus ML prediction models to help wildlife managers track population size and trend. (MSc thesis project.)

AI Intern — Mediaan

Sep 2020 – Feb 2021

Implemented speech recognition and NLP models for videoconferencing applications at a Data Science & AI consultancy.

Research Intern — VBTI

Feb – May 2019

Applied reinforcement learning algorithms in the Atari Breakout environment at an AI engineering consultancy.

EDUCATION

MSc Data Science in Engineering — Eindhoven University of Technology2019 – 2022

Exchange semester at Aalto University, Espoo, Finland (Erasmus+): Data Science for Business, AI & Digital Ethics.
Thesis: *Modeling Wildlife with Digital Twins to Improve Monitoring of Population Sizes and Trends* (with Sensing Clues Foundation).

BSc Electrical Engineering — Eindhoven University of Technology2015 – 2019

Thesis: *Face Pose Estimation of Pedestrians in an Automotive Environment*.

SKILLS

AI Delivery	GenAI and agentic AI, AI use-case discovery and prioritisation, PoC-to-MVP delivery, AI governance, enterprise architecture
Tools	Microsoft Copilot (Agent), Azure AI Foundry, Claude Code, LeanIX, Python, R
Ways of Working	End-to-end project management, presentation and communication, cross-cultural collaboration, agile and Kanban
Languages	Dutch (native), English (fluent, C1), French (B1)
Certifications	Leading with Analytics, Kellogg Executive Education (2023)

BEYOND WORK

Head of Marketing & PR, FruitPunch AI (2019–2020) — first board of a student team applying AI to real-world challenges; built the marketing function from zero and organised AI Connect, an AI networking event with 500+ attendees.

Social Media Manager, Eindhoven AI Systems Institute (EAI SI) (2020–2022) — sole owner of the institute’s channels; grew to 3,500+ followers.

Volunteer mentor, GETaHEAD Brain Recovery Support (2025) — mentored people through concussion and post-concussion recovery.

Building — daily hands-on user of AI coding and agent tools; currently building a concussion recovery app to stay close to the build side of what I advise on.

Sports & Health — trail running (UTMB), hiking, bouldering, weightlifting.