

Jethro Borsje

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Profile

Strategic technology & product executive with 15+ years of experience scaling software organizations from startup to acquisition. Combines deep product & engineering expertise with strong commercial acumen. Experienced in P&L ownership, M&A integration, ecosystem development, and international expansion. Passionate about guiding mid-sized companies through scaling challenges and digital transformation.

Advisory focus: SaaS/PaaS scale-ups, digital ecosystems, product & technology strategy, organizational scaling, and alliances.

Highlights

- **M&A & Integration** – Guided TimeSeries through its acquisition by Mendix, leading technology, product, and organizational integration.
- **P&L Ownership** – Full P&L responsibility at Mendix Ecosystem unit and TimeSeries business lines.
- **Ecosystem Development** – Built strategic alliances with AWS, SAP, ISVs, GSIs, creating new GTM channels and ARR streams.
- **International Scaling** – Expanded operations from NL into Germany and the US, scaling teams to 130+ employees.
- **Digital Transformation** – Advised governments and enterprises on IT modernization, cloud adoption, and automation.
- **Thought Leadership** – Frequent speaker, published researcher, and patent holder in Semantic Web and NLP.

Leadership Roles (Selected)

Lobster Data – *Chief Product & Technology Officer* | 2025 – Present

- Lead all technology functions across product, engineering, infrastructure, support, services, and sales engineering.
- Transformed the development teams into a scalable and mature Engineering department.
- Established a Product Management function.
- Drove adoption via digital academy.
- Restructured services department into profitability.

Mendix (Siemens) – *Chief Ecosystem Officer* | 2021 – 2024

- Founded and scaled global Ecosystem unit with P&L responsibility.
- Partnered with AWS, SAP, ISVs & GSIs, generating **13M+ ARR** through alliances and new business models.
- Oversaw integration of TimeSeries into Mendix, including restructuring.

TimeSeries (acquired by Mendix) – Chief Technology Officer | 2017 – 2021

- Directed innovation, product strategy, and global expansion.
- Scaled company to 130+ employees across 3 countries.
- Led to **8-figure acquisition** by Mendix in 2021.

Dutch Ministry of Security & Justice – Software Architect / Lead Developer | 2010 – 2015

- Modernized IT landscape, introduced automation & continuous delivery.
- Advised senior management on tenders, legacy modernization, and critical IT programs.

Education at Erasmus University Rotterdam

- MSc Economics & ICT (Cum Laude) – GPA 9/10
- BSc Informatics & Economics – GPA 8/10
- Published multiple scientific papers on Semantic Web & NLP
- Patent: *Ontology-based semantic text processing method* (NL1034874, 2009)