



Harald Hagaraars

Innovation Strategist & Consultant

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Profiles

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Summary

Innovation strategist and program lead with 30+ years of experience bridging deep tech, business strategy, and implementation. I specialize in guiding organizations through complex digital transitions — from emerging technologies like AI, robotics, and sensor analytics to embedded adoption within mobility, infrastructure, and industrial environments.

My background spans product innovation, corporate development, startup creation, and digital ecosystems — always focused on aligning long-term vision with operational reality. Comfortable at the intersection of IT, OT, and field execution, I help teams turn strategy into measurable outcomes.

Skills

Digital innovation strategy

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AI and sensor data applications

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IT/OT integration & systems thinking

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Technology adoption & scaling

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Cross-functional program leadership

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Innovation portfolio & Roadmap development

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Product-Market validation & Go-To-Market Strategy

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Technology scouting & due diligence

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Lean Startup & Agile working

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Education

Open Universiteit

Knowledge Systems

1994 - 1996

Course

🌐 <https://www.ou.nl>

Zuyd Hogeschool

Computer Science and Engineering

1989 - 1994

Bachelor

🌐 <https://www.zuyd.nl/>

MTS Maastricht

Electronics

1985 - 1989

Diploma

Languages

Dutch

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English

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German

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Experience		
Diractions Consulting Innovation Strategist & Consultant 🔗 https://www.diractions.eu	January 2023 - Veldhoven	
Freelance consulting services, whereas I support innovation efforts that aim for real-world adoption and lasting value, through:		
<ul style="list-style-type: none">• Opportunity discovery & Customer validation• Innovation pilots & Adoption readiness• Technical assessment & Partnership mapping• Ecosystem & Portfolio design		
See examples of recent consultancy projects successfully finished or still ongoing in the section below.		
AI in Motion Co-Founder 🔗 https://aiim.ai/	February 2019 - January 2023 Eindhoven	
<ul style="list-style-type: none">• Co-founded a deep-tech startup focused on AI-powered localization and perception for mobile robotics and AGV/AMR platforms• Shaped and validated product-market fit by engaging directly with customers to translate operational pain points into actionable product features• Led development of stage-gated business roadmap, aligning technology maturation with commercial milestones and funding rounds• Guided early go-to-market strategy, including qualification of pilot customers and prioritization of high-potential verticals• Oversaw technical scoping and validation of enabling technologies (perception, mapping, navigation, sensor fusion)• Built the initial engineering and product team; hired, onboarded, and coached team members and team manager• Acted as primary liaison with lead investor (Navinfo Europe), enabling alignment on IP, talent exchange, and AI/computer vision roadmap• Combined entrepreneurial mindset with a consultative approach toward both investor and external partners — balancing vision with execution		
NavInfo Europe Corporate Development Director 🔗 https://www.navinfo.eu	January 2018 - December 2021 Eindhoven & Beijing, China	
<ul style="list-style-type: none">• Led the corporate development function, building the processes, portfolio, and governance model to support strategic innovation across AI, robotics, computer vision, and sensor technologies• Managed and coached a cross-functional team of corporate development managers, a strategy manager, and two embedded managers (BD and PM) in the AI in Motion spin-off (total team size: 6 FTE)• Defined and executed the innovation portfolio, targeting domains such as AI perception, lidar, sensor fusion, simulation, anonymization, and next-gen automotive chipsets• Initiated and co-led strategic investment projects — including the co-founding of AI in Motion as a venture-backed deep tech startup• Led technical and commercial due diligence for partnerships, spin-offs, and acquisition targets, producing fact-based evaluations and business model assessments• Acted as a bridge between Chinese investment stakeholders and European innovation hubs, facilitating joint roadmap alignment and IP transfer strategies• Applied lean corporate startup methodologies to guide investment decisions and de-risk new ventures• Drove high-quality decision-making by clarifying strategic outcomes, surfacing technical risk, and aligning business, technology, and product teams		
Mapscope BD & Innovation Manager 🔗 https://www.mapscape.eu	November 2007 - December 2017 Eindhoven & Beijing, China	
<ul style="list-style-type: none">• Led new business development and early innovation programs, blending technical pre-sales with strategic program design• Acted as the technical interface to OEM customers during RFQs — translating complex requirements into actionable solutions• Drove the transformation of customer innovation requests (e.g., autonomous driving, sensor analytics, crowdsourced data) into commercial offerings• Co-led internal innovation initiatives, resulting in the 2015 launch of an AI research lab — the foundation for AI in Motion and future Navinfo Europe innovation activities• Continued the entrepreneurial focus of Allocations within Mapscape, combining startup thinking with structured program delivery		
Allocations Founder / Consultant	2006 - 2009 Veldhoven	
<ul style="list-style-type: none">• Delivered consulting projects across municipal, national, and international clients focused on geodata aggregation, map-based services, and location-based technologies• Designed and built a community-driven infrastructure maintenance system using Google Maps APIs, enabling real-time issue reporting by citizens• Supported the founding of Mapscape by co-developing the startup's strategic business plan — which led to a full-time role in new business and innovation leadership		
Siemens VDO Automotive Software Architect → Product Manager	August 2000 - June 2006 Eindhoven, Sofia Antipolis (F), Frankfurt am Main (D)	
<ul style="list-style-type: none">• Started as Software Architect in the CARiN navigation team, leading the map database technology discipline within a multi-site (NL/D/F) development program• Designed next-generation in-car navigation platform using Java and object-oriented methodologies, enabling modular deployment of map data services across OEM platforms• Promoted to product management role for connected travel information services (C-IQ), supporting both OEM and aftermarket segments• Managed strategic relationships with content partners including ViaMichelin, VARTA, Falk Marco Polo, and others to align on roadmap and delivery• Led cost-down product planning initiative, reshaping the roadmap to meet aggressive financial targets while maintaining service scope and quality• Owned end-to-end responsibility for aligning product vision with platform capabilities, supplier input, and customer needs		
Ordina High Tech Automation System Engineer	November 1997 - August 2000 Herentals (B), Boxtel	
<ul style="list-style-type: none">• Contributed to software design and development for real-time systems across multiple client projects• Developed CCTV network applications for Siemens Atea, focusing on modularity and integration with legacy hardware• Designed, implemented, and tested a pharmaceutical analysis system for Biomerieux Organon Teknika, supporting precise and traceable lab workflows• All projects emphasized modular, hardware-integrated architectures and cross-functional collaboration		
Philips Electronics Software Engineer 🔗 https://www.philips.com	February 1994 - November 1997 Eindhoven	
<ul style="list-style-type: none">• Developed embedded software for two Philips business lines: PDO Media and Interactive Media Systems• At Philips PDO, built measurement applications for magneto-optical disc quality control• At Philips Interactive Media, contributed to application development for CD-i and VideoCD platforms, exploring interactive multimedia formats• Gained early experience in embedded software, optical media technologies, and multimedia systems innovation		
Recent Consultancy Projects		
Well-known campsite travel organisation Integrating Geospatial Intelligence and AI agents into a Travel Agency’ Digital Strategy 🔗 https://www.acsi.eu	June 2024 - June 2025	
Tasked with enhancing a digital strategy (apps, websites, paper maps) for a travel agency, I developed a strategic roadmap for incorporating geographic data—maps, points of interest (POIs), and routes—into their digital channels. This included refining their GTM strategy and identifying key integration opportunities to create a seamless, data-enriched user experience, positioning them for long-term competitive advantage. This included working towards a longer term vision of integrating AI agents for smarter searching and automated booking.		
colab.nl Trailblazer & innovation manager 🔗 https://colab.nl/	September 2024 -	
<ul style="list-style-type: none">• Leading an exploratory robotics project to engage stakeholders in healthcare and elderly care sectors• Conducted in-field visits to hospitals and care homes to identify unmet needs around social inclusion, reception tasks, and internal delivery• Co-developed a positioning paper and adoption concept for a socially inclusive service architecture — combining communicative telepresence robotics with personalized activity platforms• Aimed at reducing social isolation, enhancing development opportunities, and improving mental well-being through robot-mediated interaction• Use cases span healthcare, education, and corporate environments — with pilots focused on reception functions, social dialogue, and interactive learning		
Eindhoven University of Technology / EIASI Driving AI Innovation in Autonomous Mobility Research 🔗 https://www.tue.nl/en/research/institutes/eindhoven-artificial-intelligence-systems-institute	June 2024 - December 2024	
Collaborating with a leading technical university, I played a key role in securing consortia partners for a research initiative focused on self-driving vehicles and Mobility-as-a-Service (MaaS). My contributions spanned from identifying industry partners with real-world use cases to structuring the project proposal, defining the financial framework, and developing a comprehensive dissemination plan. This strategic approach positioned the university’s research at the forefront of establishing an ELSA Lab (Ethical-Legal-Societal Aspects).		
Diractions Consulting Transforming Market Intelligence Through AI-Driven Data Solutions	December 2023 - May 2024	
In an internal initiative, I led the development of a dynamic market intelligence platform for the AD/ADAS supply chain. By structuring extensive market research data into a graph database and integrating it with a chat-based AI interface, I enabled seamless data accessibility. This innovation improved strategic decision-making capabilities and enhanced the organization’s ability to navigate the evolving landscape of autonomous driving technology.		
Siemens/TASS Facilitating Market Expansion Through Strategic Joint Ventures 🔗 https://www.sw.siemens.com/en-US/services/engineering-consulting/simcenter/testing-facilities/	August 2023 - December 2023	
For a multinational leader in ADAS V&V, I spearheaded the exploration of a joint venture (JV) in a high-growth geographical market to expand the reach of their core service: critical scenario simulation. Leveraging both primary and secondary market research, I applied strategic frameworks to identify the best-fit local partners. Through a rigorous SWOT analysis, I refined an initial partner candidate list down to a highly qualified shortlist. This strategic approach provided the client with a strong foundation for the next phase of JV discussions.		
German Startup in Sensor Data Analytics Pivoting Strategy for Startup	Q1-Q2 2023	
Supporting a startup specializing in sensor data analytics for automotive clients, I facilitated a strategic pivot to align with both customer needs and investor expectations. I designed and led a targeted workshop covering customer pain points, value proposition refinement, business model adaptation, product and IP strategy, and necessary investments. The insights gained were synthesized into a revised business plan, resulting in an adapted go-to-market (GTM) strategy and a favorable reassessment by investors.		
Astrata Europe Unlocking Scalable Growth for Fleet Management Software 🔗 https://www.addsecure.nl/newsroom/addsecure-neemt-de-europese-telematicadivisie-van-astrata-over-en-versterkt-daarmee-zijn-positie-in-de-transport-en-logistieke-sector/	January 2023 - June 2023	
A mid-sized fleet management software provider faced stagnation, with early-stage apps and telematics data analytics services failing to meet projected growth figures. Engaged to diagnose and resolve the challenge, I conducted an in-depth assessment of their market positioning, their internal development roadmap, and business models. Through this ongoing engagement, I identified eight high-impact growth strategies designed to elevate the		

Interests

Abstract Photography

Fitness

Hiking

Cooking

Travelling

Experimenting with AI Agents

prompt engineering, hugging face, model context protocol, retrieval augmented generation, graph databases


Home Automation

Home Assistant, Nodered, ESP32, Sustainability

Certifications


Fundamentals of MCP June 2025

Hugging Face

 <https://huggingface.co/datasets/mcp-course/certificates/resolve/main/certificates/haraldonthemoon/2025-06-06.png>

AI Agents Fundamentals April 2025

Hugging Face

 <https://huggingface.co/datasets/agents-course/certificates/resolve/main/certificates/haraldonthemoon/2025-04-23.png>

Strategic Planning Foundations April 2021

LinkedIn Learning

Your Product or Service Strategy Explained November 2020

LinkedIn Learning

De basis van Intellectueel Eigendom November 2019

Octrooicentrum Nederland

Netwerken en Personal Branding November 2012

Schouten en Nelissen

Business Technology Roadmapping May 2004

Stichting PATO