

Martijn Hermans

Aperture Advisory

Practical AI and interim management for companies of up to 100 people

Product, projects and applied AI

Amsterdam mail@martijnhermans.nl

martijnhermans.nl LinkedIn GitHub Instagram

At Lumion, B2B software for architectural visualisation, I spent nearly ten years on product, portfolio and projects. I built the team and the content library (3D models, HDRIs, textures and LUTs), which with rendering forms the core of the product. I also design practical AI workflows and local-first tools.

Experience

2026 - ongoing

Founder

Modinus · Amsterdam modinus.com

- Local-first AI products: Modinus and Modinus Scribe.

02.2025 - 09.2026

PMO / Portfolio Manager

Act-3D / Lumion

- Led Pricing & Packaging with leadership, investors and advisers, aligning departments and developing an evidence-based proposal to support decision-making.
- Established and led the Program Management Office (PMO), setting portfolio priorities with leadership during the transition to private equity ownership.
- Chaired project steering committees, including initiatives with €150k+ budgets, overseeing milestones, decision gates and delivery risks.

2019 - 2025

Product Manager, Content

Act-3D / Lumion

- Built and led the content team with six direct reports. Defined and delivered the multi-year strategy for Lumion's leading content library for architectural visualisation.
- Worked with a broad network of content freelancers and specialists, from HLSL programmers to 3D nature artists.
- Led the Agile transition from Waterfall to Scrum, reducing delivery cycles from around six months to under four weeks.
- Conducted over 100 interviews and contributed to around 20 hires, including hard-to-find technical specialists.
- Solved a range of operational problems alongside the content role. This included arranging international employment through an Employer of Record and initiating the first data warehouse with an external BI partner.

2017 - 2019

Marketing Manager

Act-3D / Lumion · New York

- Led Lumion's US growth strategy through a top-down and bottom-up approach. Established the Delaware subsidiary as part of that strategy.
- Initiated and led the free Lumion Pro student offering, including automated verification and fraud prevention. Also developed the influencer programme.

Martijn Hermans

Applied AI systems

Modinus

modinus.com · in development · 2026 — modinus.com

Keeps your projects, cases and people in one place on your own computer, so your AI starts from what you already know, with a source for every detail. It grew out of AI workspaces I set up for three professionals. Closed beta in preparation.

Modinus Scribe

Beta in preparation · 2026 — modinus.com

A private meeting assistant that writes down your meetings on your own computer, without cloud processing. Closed beta for Mac in preparation, Windows to follow.

Multi-agent builds with cross-model review · local speech and language models · built in Rust, SwiftUI and Tauri

Plainview

Open source · in development · 2026

An open-source converter that turns documents into Markdown for AI pipelines, as a library, CLI and MCP server. It runs locally, saves tokens, flags hidden content and anchors every line to its page or sheet. The first public release is planned.

Hydra

Home lab

A multi-GPU server I built for local model inference, training and evaluation for these products. A job scheduler queues and prioritises the GPU work.

AMD EPYC 7443 · 256 GB RAM · 2× RTX 3090 · Proxmox

Headroom

Open-source tool · Released · 2026 — GitHub

I designed a fuel gauge for AI agents that tracks remaining subscription capacity and lets them reserve it before a task starts. It has a CLI, dashboards and MCP, and is released via npm and Homebrew.

How I work

I start with the people doing the work: what repeats, where it stalls, what good looks like. Then I simplify the process and build only what helps. I design and direct the build: AI agents write and test the code, a model from another family reviews every change, and nothing is done until it works in daily use.

Education

MSc Business Administration
VU Amsterdam · 2015 - 2017

English-taught programme on information and knowledge in organisations. Thesis on word of mouth and the adoption of freemium apps.

BSc Psychology
VU Amsterdam · 2010 - 2015

Minor in organisational psychology: people and behaviour at work. Thesis on generational differences and leadership (9/10).

Training & roles

- Professional Scrum Master I
- Certified Scrum Product Owner
- PADI Divemaster
- Emergency response (BHV) lead at Lumion

Core capabilities

Portfolio governance · Agile transformation · Workflow simplification · Context engineering · Multi-agent orchestration · RAG and evaluation

Photography

Photographer since 2015. Provided visuals for the Kuluwayak Foundation in Suriname, including its website. Work featured by Sony Alpha and Fstoppers, among others.

hermans.studio

Outside work

Divemaster in Bonaire · 2010

Guided dives and excursions and assisted with dive courses at Dive Friends Bonaire.

Outdoors · Photography, travel and backcountry exploration.

Also · Girl dad, into tech, home automation, espresso, audiobooks, cooking and baking sourdough bread.

Earlier experience

Team Lead & Consultant
Amsterdam Research Project · 2015 - 2016

International research and consulting project in China, through VU and Aureus.

Senior Security Officer
Workrate · 2012 - 2017

Data centre security, team leadership and interim account management alongside my studies.

Dutch · native · English · professional