



Senne De Maa

Founder of SJA Ondernemingen · AI consultant

senne@socialcommerce.eu
linkedin.com/in/senne-de-maa
sennedemaa.com
Seoul, South Korea (until Dec 2026) · Utrecht, the Netherlands

I help companies run on AI. Training for your team, one workflow automated end to end, or a custom AI tool built for how you already work. Fixed scope, fixed price.

EXPERIENCE

SJA Ondernemingen

Jan 2026 – now

Founder

My registered business in Utrecht. The AI consultancy, Rei Japanese, Social Commerce Europe and the tutoring are its trade names; everything on this page runs under it.

- AI consultancy: first client Dagger Coffee (Jul 2026); guest lectures at HU Utrecht for students (Jun) and 28 lecturers (Aug)
- Rei Japanese: a Japanese-learning brand that runs on an autonomous content pipeline, 18 reels a week
- Private tutoring in economics and business economics for HAVO and VWO students since Sep 2026 (via Lyceo, Mar to Sep 2026)

Purchase.ai

Feb – Jul 2025

Marketing intern

AI-agent start-up with its team in Kosovo; I worked directly under the founder.

- Wrote the market-entry plan for Italy
- Daily meetings with the team in Kosovo; met retail and platform leaders along the way

Sushi San

Feb 2023 – Mar 2025

Guest service team lead (part-time)

Restaurant job alongside school and the first year of the degree.

- Led the floor team on shift

PROOF

Dagger Coffee · weekly stock count automated

Jul 2026

Specialty coffee, two locations in Utrecht. The weekly Tuesday stock count now runs as an automated flow. First client, July 2026.

Rei Japanese · 18 reels a week, built by agents

Since Oct 2026

The Japanese-learning brand runs on a pipeline I built: scripts, video builds, scheduling and daily inbox checks happen without a session.

PawScan · an AI pet health check, built end to end

2026

Take a photo of your pet and get an instant AI read on what you are looking at, no sign-up. Designed, built and shipped solo at pawscan.ai; parked since, but it runs.

EDUCATION

Kookmin University, Seoul

Sep – Dec 2026

Exchange semester, business minor

- Organizational Behavior, Management Science, Business Law, Philosophy, Korean

HU University of Applied Sciences Utrecht

2023 – 2027 (expected)

BBA International Business

- Main-phase average 7.8
- Class representative

STS Education Group, Japan

2022 – 2023

Exchange year at a Japanese high school

- Daily classes in Japanese after finishing Dutch secondary school

VENTURES (SJA ONDERNEMINGEN)

Rei Japanese

Active

Private tutoring

Active

Social Commerce Europe

Research

PostureAlign

Past

PawScan

Past

SocialScale

Past

LANGUAGES AND CREDENTIALS

Dutch

Native

English

C2

Japanese

Conversational

Korean

Learning, A2 by Dec 2026

Cambridge English
C2

University of
Cambridge

Japanese, basic and
intermediate

UvA
Talen