



Contact

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Email

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Address

Mariahoevepad 10, 1035 WH
Amsterdam

Education

1993 - 1999

Mechanical Engineering
Product development

HVA Amsterdam

1987 - 1992

HAVO - Senior General
education

Middelburg

Expertise

- AI / LLM development
- Team Management
- Business development
- Online Marketing & Sales
- LEAN - Agile
- Platform / SaaS

Language

Dutch - native

English - fluent

German - basic

klaasjoosten.com

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Klaas Joosten

SaaS | Marketplaces | Applied AI & LLM Platforms | Founder | CPO / CTO | Product & Platform Strategy | Scaling Tech Organizations

Experienced tech entrepreneur and product strategist with 25+ years of building and scaling SaaS platforms. I founded three platform companies: M4N, ZEEF and LinkPizza. I grew M4N into the largest affiliate marketing network in the Netherlands with a successful sale to Zanox AG (Axel Springer), raised nearly €4 million in venture funding and built organisations of up to 60 people. In 2025 I made the new generation of AI platforms my own (ChatGPT, Claude, Gemini) and from January 2026 I turned that knowledge into a shipped product: I rebuilt ZEEF.com end-to-end with AI coding agents (website, backend and search), now live in beta.

Career & Entrepreneurship

○ LinkPizza.com - Content & Influencer Marketplace

2016 - 2025 | Founder, CEO / CPO

The largest influencer, content, and affiliate marketplace platform in the Netherlands (SaaS). With over 5,500 social media influencers, 1,500 publisher websites, and thousands of advertisers. The platform connects brands and content creators, automates collaboration and payments, and measures performance across websites and social media.

- 50K Dutch ecosystem of publishers, influencers, advertisers and agencies.
- Revenue per year €1 million, business model: transactions, commissions, subscriptions.
- Raised funds €2 million, for scaling and marketing and development.
- Led a multidisciplinary team of 15 across product, engineering, sales and operations.
- Ran entirely on Google Cloud Platform for nine years (compute, data, networking).
- Platform taken over, continues under a new owner.

○ ZEEF - Filter the world's information.

2013 - 2016 | Founder, CEO / CPO

ZEEF is a curated search and link directory that helps people find quality information, selected and ranked by experts in their fields.

- 21K users and 11K curators created 16K expert pages with 3.5M curated links.
- Business model: affiliate, advertising and subscriptions.
- Raised funds €1.8 million from external investors, to develop the platform.
- Made the pivot from ZEEF into LinkPizza.
- Jan 2026 - Rebuilt ZEEF.com single-handedly with AI agents, live in beta.

○ The Mbuyu Community B.V. (M4N) - Affiliate Marketing platform

1999 - 2013 | Co founder - CTO

The first and largest (SaaS) affiliate marketing network in the Netherlands, with a total of 60 employees and a team of 15 developers. Responsible for the management and technical development of the platform. €20 million in net sales (2010).

- 2011 - 2013 After the sale: CTO BeNeLux and Integration Lead at Zanox (AWIN), migrating advertisers, publishers and data flows into a 350-person organisation.
- 2011 - Successful Sale of M4N to Zanox AG (Axel Springer Group)
- 2010 - FD Gazellen Award (Het Financieele Dagblad, fastest-growing companies in the Netherlands).
- 2007 - 2010 Three listings in the Deloitte Technology Fast 50.

Interests & Hobbies

Referee

- Hockey
- Soccer

Sports

- Long track ice skating
- Cycling
- Rowing