



Joris Bruring

TECHNICAL DEPTH. CREATIVE CONTEXT.

25+ years building systems at the intersection of creative production and technology.
Photographer, systems architect, company founder.

Amsterdam, Netherlands · joris@bruring.net · linkedin.com/in/bruring · bruring.net

EXPERIENCE

2026–Present

Verain Co-founder & Chief Technology Officer **CURRENT**

Private enterprise AI platform for the mid-market: “One Brain, Many Minds.” One private intelligence built from the client’s data, many specialized agents that run inside their workflows (Finance, Brand, Legal, HR, Sales). Runs on the model the client chooses (frontier or on-premise) in the infrastructure they control. Their data stays theirs.

KEY ACHIEVEMENTS

- Verain Finance live with paying customers: financial reporting automation (GL → P&L, Balance Sheet, Cash Flow, 13-week forecast), multi-entity consolidation, intercompany elimination, conversational finance assistant.
- Verain Brand in parallel development.
- Architected the core platform (the Brain): fine-tuning, RAG, agentic tool-calling, multi-provider LLM orchestration.
- Bring-any-model architecture, frontier or on-premise; swapping models is a configuration change, not a rebuild. Client data stays the client's.

TECHNICAL FOCUS

Fine-tuning (Unsloth, LoRA/PEFT)

RAG (Qdrant, semantic search)

Agentic systems (MCP)

Multi-provider LLM (Anthropic, OpenAI, Google, vLLM, Ollama)

Multi-tenant SaaS (Next.js, DuckDB, PostgreSQL)

2003–Present

Bruring Media B.V. Photographer, Creative Director, Technical Builder **CURRENT**

The longest-running entity, started as the production company in 2003, today the holding over Bruring Ops B.V., the operating company for photography, creative operations and IT. The constant thread under and between the companies: the creative and technical track never stopped while the companies grew.

KEY ACHIEVEMENTS

- Skerp (skerp.io): multi-tenant photo-proofing SaaS for professional photographers. Designed, built and launched solo in 2026; live with paying customers.
- Photography: Corona at Olympics Paris (Gold, Best Olympic Activation), Winter Olympics Milan-Cortina, Todo Mundo no Rio (Copacabana, with Shakira). Budweiser at FIFA World Cup (Titanium Lion at Cannes). Stella Artois at Roland Garros. Schiphol New Dutch Horizons. Via WINK. Increasingly spatial: the materialisation of a concept (interiors, exteriors, visitor journey).
- Creative-operations infrastructure (Bruring Ops): self-hosted production stacks for agencies and brands. DAM (343K assets; hundreds of TB managed), file hosting and file management, collaboration suites, e-signing, AI search, run end-to-end.
- EMEA operations tooling for an international hardware brand: workspace design, distributor tracking, market-intelligence automation (2026).
- IT and AI consulting throughline: hosting, networking, file management, and private AI deployments (RAG, semantic search, automation) for creative businesses.

TECHNICAL FOCUS

Photography (fashion, brand campaigns, spatial)

DAM & production workflows

Self-hosted infrastructure

Laravel / Vue (Skerp)

Linux, virtualization, networking

Clients: WINK · Peter Stigter · Ellis Faas · Fashionclash · and more

2021-2025

The OS Founder

Full-service digital marketing agency. In-house creative teams (3D rendering, graphic design, copywriting, art direction, localisation & translation) plus performance marketing and e-commerce operations across Amazon EU (6 markets), Bol.com, Shopify.

KEY ACHIEVEMENTS

- Ran in-house creative production: 3D, graphic design, copywriting, art direction, localisation & translation.
- Performance marketing across paid, marketplace and email (+33% conversion on Amazon EU, +122% email revenue YoY via Klaviyo).
- Built multi-market e-commerce infrastructure (Amazon EU, Bol.com, Shopify).
- 5,000+ localized assets across 10 European markets.
- Shopify development (Ellis Faas).

Clients: Belkin · Linksys · Ember · Ellis Faas · Fields

2024-2025

Fields Founder

Sportstyle brand with flagship retail in Amsterdam and global online presence. Acquired SneakerBAAS (founded 2007), rebranded as Fields in 2025.

KEY ACHIEVEMENTS

- Acquisition and rebrand of an established sneaker brand.
- Flagship retail operations and global e-commerce.

2016-2020

TPS Studio CEO

Creative operations for PVH (Tommy Hilfiger, Calvin Klein) and 10DAYS. High-volume e-commerce shoots, lookbooks, photo and video production, DAM systems, workflow automation. Also operated event space and theatre hosting fashion shows.

KEY ACHIEVEMENTS

- Built and led creative operations at enterprise scale.
- High-volume e-commerce and lookbook production.
- Maintained a 6-year client partnership.
- Implemented DAM systems and production workflows.
- Managed cross-functional team and operations.

Clients: Tommy Hilfiger · Calvin Klein (PVH) · 10DAYS

2007–2016

Team Peter Stigter Photographer → Co-Owner (2014)

Multiple years covering international fashion weeks: New York, London, Milan, Paris, Amsterdam. Streetstyle, backstage, catwalk, frontrow. Photo and video. Official photographer for Amsterdam Fashion Week. Built in-house software tools while covering international fashion.

KEY ACHIEVEMENTS

- Multiple years covering major fashion weeks worldwide.
- Streetstyle, backstage, catwalk, frontrow coverage (photo and video).
- Viktor & Rolf, Karl Lagerfeld, Iris van Herpen, Claes Iversen, Rochas, Delpozo, BYBORRE, G-Star RAW.
- Work featured in Vogue, Elle, Glamour, NRC, Volkskrant.
- House photographer: Kingpins, Modefabriek (video).
- Built studio software and workflow tools; opened Amsterdam studio (2014).

Clients: Viktor & Rolf · Karl Lagerfeld · Bijenkorf · Amsterdam Fashion Week

2007–2013

ditisfris Co-owner

First photo marketing and brand activation agency in the Netherlands. Pioneered combining photography with marketing strategy. Brand experience concepts using photo, video, and print.

Clients: Converse · Puma · Grolsch · M&M's · Kinder Bueno · Eneco · Mexx · Tommy Hilfiger · Amsterdam

2004–2007

Models at Work Developer

Built a proprietary booking system in FileMaker. First professional software development role outside of system administration.

2000–2005

KPN IT Specialist

System administration for one of the Netherlands' first ADSL providers. Billing systems, security infrastructure, 200+ seat cybercafe operations.

KEY ACHIEVEMENTS

- Built billing and security infrastructure.
- Managed large-scale operations (200+ seats).
- Foundation for a 25+ year technical trajectory.

SKILLS

AI / Machine Learning

LLM Fine-tuning
RAG Architecture
Agentic Systems (MCP)
Vector Databases (Qdrant)
Model Deployment (vLLM)

Creative Production

Photography (fashion, brand, spatial, lookbooks)
Photo and Video Production
DAM Systems
Production Workflow Design
Content Operations

Programming & Infrastructure

Python
TypeScript / Node.js
PHP / Laravel
Docker, Kubernetes
Linux, Networking, Virtualization
GPU Infrastructure (local + cloud)

Business

Company Building
Enterprise Client Management
Agency Operations
Strategic Planning

E-commerce

Amazon (EU marketplace management)
Shopify
Bol.com
Performance Marketing