



AI Leader Certification

ISSUE DATE

November
2025

VALID UNTIL 30 NOV 2026

This certifies that

Sjoerd Jan Spiekhout

has demonstrated practical expertise by
implementing a minimum of five AI Assistants.

HEREBY RECOGNIZED AS A

Certified AI Leader

VALIDATED BY

Daan van Rossum

FOUNDER & CEO, FLEXOS



Sjoerd Jan Spiekhout's AI Assistants



Sienna, Executive Meeting Assistant ChatGPT

Turns meeting transcripts into structured meeting minutes.



Mara, Market Intelligence Assistant Custom GPT

Compiles monthly market trend reports using selected sources and keywords, turning insights into LinkedIn posts and podcast scripts for thought leadership.



Sjoerd Jan Spiekhout

November 2025



Larry, Lead Generation Assistant Custom GPT

Assesses potential client companies against ICP to identify fit, gaps, and personalized outreach opportunities for new business.



Willow, Workshop Insights Collector ChatGPT Coding

Prototypes an app to capture and rank customer workshop input for needs prioritization.



Dan, Knowledge Insights Assistant Custom GPT

Builds a proprietary knowledge base from curated industry materials to generate tailored insights for business development and stakeholder engagement.