



Geoff De Muer

Technical founder. I help companies ship, and figure out where AI actually fits.

Ghent, Belgium · geoff@mediavan.be · [linkedin.com/in/geoffdemuer](https://www.linkedin.com/in/geoffdemuer) · nanopixo.com · Dutch (native) · English (fluent)

PROFILE

Technical founder with 16+ years of building and shipping SaaS products. Co-founder and technical lead at **Nanopixo** (proptech video SaaS, Ghent). Previously co-founder and **CTO of Mancloud / Lobbi**, the leading independent hotel PMS in the Benelux, **acquired by RoomRaccoon in March 2026**.

Not a specialist for one layer of the stack, and not just a technical hire. A senior operator who has run the full lifecycle of a SaaS product: from the first line of code through production scale, acquisition, and post-M&A integration. Brings the whole toolkit (architecture, engineering leadership, product, hiring, partnerships, and sales) and picks the right hat for the moment.

WHAT I BRING

- Scaled a 24/7 SaaS to 300+ properties in production
- Built and led engineering teams; owned hiring end to end
- Product vision, roadmap, and pricing model design
- Certified Scrum Master; hands-on in SAFe environments
- Closed a company acquisition and led the technical integration
- Multi-tenant SaaS and integration architecture
- Direct B2B sales, partnerships, and customer discovery
- AI-driven products in production, without the hype

EXPERIENCE

Co-Founder & Technical Lead · [Nanopixo](#), Ghent

Jan 2026 – present

Social-first property content platform that turns any real estate listing into ready-to-publish video: scripts, subtitles, multi-language voice-overs, and agency branding, all generated from a single property URL or imported straight from broker CRMs.

- Own product and vision, technology choices, and pipeline architecture
- Live with paying customers in Belgium; scaling toward NL, DE, FR and UK
- Shipped live integrations with the Whise and Zabun broker CRMs
- Run business development with brokers and partner networks across Belgium

Co-Founder & CTO · [Mancloud / Lobbi Hotel Software](#), Ghent

Apr 2020 – Mar 2026

Led technical direction, architecture, engineering team, infrastructure, and product roadmap for Lobbi PMS. Joined in late 2019 as freelance developer and Scrum Master, stepped into the CTO role in April 2020.

- Grew the platform into the leading independent PMS in the Benelux, with 300+ active properties in production
- Built and led the development team, set engineering standards, and owned technical hiring
- Defined the architecture for a 24/7 mission-critical SaaS with deep integrations across channel managers, payment providers, and booking engines
- Owned infrastructure, reliability, and data security for a product where downtime directly halts hotel operations
- Closed the acquisition by RoomRaccoon in March 2026 and led the transition of platform and team into the new group

Founder · [Mediavan VOF](#), Ghent

Aug 2009 – present

Own management company and long-term entrepreneurial vehicle behind every venture and freelance engagement: Nanopixo, Lobbi, AdBannerKing, and multi-year contracts with ArcelorMittal, Nationale Loterij, Newtec, Telenet and TBWA.

Full-Stack Developer & Scrum Master · [ArcelorMittal](#), Ghent (contract)

Jun 2017 – Apr 2020

Quality management applications (FMEA, issue management) for the steel production line, in a four-person team. Stack: Angular, TypeScript, .NET. Part of the European Scale-up programme and the internal Scrum Master community; worked across teams in SAFe.

Frontend & Game Developer · Nationale Loterij, Brussels (contract)

Mar 2016 – May 2017

Built a series of HTML5 mobile games (Phaser) and the Angular web platform behind e-lotto.be, giving customers a mobile-first environment to try and buy e-games. Launched March 2017.

Founder · AdBannerKing, Ghent

May 2013 – Sep 2016

SaaS tool that automated banner production and management for digital advertising agencies. Built solo, sold to agencies across Belgium and the Netherlands, wound down as the Flash era ended.

Frontend Developer · Newtec, Sint-Niklaas (contract)

Mar 2013 – Feb 2016

Satellite communication technology. Migrated large-scale Adobe Flex GUIs onto a new framework without breaking continuity, and built new AngularJS interfaces from the ground up. Also worked on Java backend structures.

EARLIER ROLES

Lead Developer , TBWA Brussels · ten interactive games for Nationale Loterij	2012
Flash & Flex Developer , Telenet, Mechelen · mission-critical Adobe AIR application	2010 – 2011
Lead Interactive Developer , These Days, Antwerp · Intel, Nokia, Land Rover, Garnier	2007 – 2009
Educational Multimedia Developer , U&I Learning, Ghent · e-learning games on an LMS	2005 – 2007
Research Intern , Medialab Amsterdam · educational gaming prototype for Corus	2005

SKILLS

Frontend · Angular, React, TypeScript, HTML5/CSS3, Phaser	Backend · .NET / C#, Node.js, Java, REST API design
Architecture · multi-tenant SaaS, 24/7 systems, integrations	Infrastructure · cloud and DevOps, reliability, data security
AI · product development on LLM APIs (Anthropic, fal)	Process · Scrum Master (certified), SAFe, technical hiring
Product · vision and roadmap, pricing, positioning, GTM	Business · B2B sales, partnerships, M&A and due diligence

- AVAILABILITY & ENGAGEMENT
- **Freelance or contract:** 2 to 3 days per week as interim CTO, technical lead, architect, or product lead at a startup or scaleup.
 - **Founder, co-founder, or early employee with equity:** commitment scalable well beyond that for the right opportunity.
 - **Stage fit:** pre-seed to Series B, bootstrapped SaaS with real revenue, venture studios and spin-out programmes.
 - **Location:** Ghent or Brussels for in-person, otherwise remote. No relocation.
 - **Terms:** hourly, day rate, retainer, equity, or a hybrid. Available immediately.
 - **Not looking for:** traditional salaried employment without ownership, or staff augmentation without meaningful involvement.