

Michel Tzsfaldet

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FOUNDER-CEO · COMMERCIAL & TECHNOLOGY EXECUTIVE · BUSINESS DEVELOPMENT ·
GENERAL MANAGEMENT

EXECUTIVE PROFILE

Founder-CEO, commercial leader and serial entrepreneur with over 18 years of international experience turning technology into revenue. Built businesses from the ground up – including a solo-run enterprise IT company that reached €19 million in annual turnover and was named the largest Microsoft Surface partner in the Benelux. Combines deep-tech domain expertise, enterprise business development across Europe, the Gulf, the United States and China, hands-on technical fluency as a self-taught developer, and the financial sophistication to structure funding rounds and complex transactions. Currently founder & CEO of a holographic-display deep-tech company. Fluent in four languages, three of them at native level. Seeking a senior commercial or general-management mandate in enterprise and deep technology, IT & data-center infrastructure, or defense and dual-use technology.

CORE & SECTOR EXPERTISE

- Founder-CEO – building and scaling businesses from zero
- Enterprise IT & data-center hardware – procurement, channel & supply
- Deep-tech, hardware & enterprise-IT commercialization – concept to market
- Defense, security & dual-use technology
- International B2B business development (Europe, Gulf / MENA, US, China)
- Enterprise AI adoption – commercial & go-to-market
- Enterprise sales and key-account leadership
- Startup fundraising, cap tables & restructuring / turnaround
- General management, P&L ownership and team building
- International market entry – Gulf / MENA, DACH, China
- Intellectual-property strategy and venture financing
- Deep tech – holographic & optical display technology, photonics

- Applied business AI and in-depth deep-tech landscape
- Self-taught software development — technical founder

**PROFESSIONAL
EXPERIENCE**

Founder & Chief Executive Officer

Tekle Holographics B.V. · Hilversum, Netherlands · 2020 – Present

- Founded a deep-tech company developing glasses-free (“brilvrije”) holographic display technology, taking it from concept through working prototype, intellectual property and international commercialization.
- Built the commercial pipeline in defense and safety & security markets, winning engagement from an international naval-defense program and managing distributor partners across Europe and Israel.
- Directed the company’s intellectual-property strategy; named inventor on four patent applications covering the core display technology.
- Structured a venture financing round — cap-table design, investor terms and an employee participation vehicle (STAK) — supported by a full investor documentation suite and data room.
- Recruited and led a cross-functional team spanning engineering, solutioning and commercial functions.
- Currently leading a strategic restructuring and recapitalization to carry the technology and business into its next phase.

Founder & Managing Director

Tekle B.V. · Netherlands · 2018 – 2020

- Founded and single-handedly ran an IT firm supplying data-center and office hardware to enterprise clients.
- Generated €19 million in turnover in 2019 — as a one-person company.
- Recognized as the largest Microsoft Surface partner in the Benelux, operating solo.
- Identified the potential of holographic display technology in 2020, wound down the IT business and reinvested fully to found Tekle Holographics.

Founder

UNAS · Netherlands · 2015 – 2016

- Founded a mission-driven video platform enabling charity and aid workers to share their work and earn through advertising revenue and follower donations – a “YouTube for good.”
- When outsourced development failed to deliver a workable platform, taught himself to code – becoming a technical founder, a capability central to his work today.

Export Manager

Globility Connect · Bunschoten, Netherlands · 2008 – 2018

- Joined as a junior account manager and was promoted to Export Manager within three years.
- Created, hired and led the company’s export division from the ground up – its largest and most productive unit – growing it to 45 people.
- The export division came to account for 60% of company sales and 70% of purchasing volume.

Media Relations — DACH Region

TomTom · Amsterdam, Netherlands · 2007 – 2008

- Led press and media relations for the German-speaking (DACH) markets.

EDUCATION

BSc, Psychology — Tennessee State University, Nashville (USA) · 2003 – 2007

High School Diploma — Hillsboro High School, Nashville (USA) · 2003

Secondary schooling — Georg-Büchner-Gymnasium, Darmstadt (Germany)

PATENTS & INTELLECTUAL PROPERTY

Named inventor on four patent applications in glasses-free holographic display technology, filed with Octrooicentrum Nederland (the Netherlands Patent Office).

**EXPERTISE &
INTERNATIONAL
NETWORK**

- Applied business AI and in-depth, current knowledge of the deep-tech landscape; self-taught software developer who prototypes and builds.
 - International network spanning Europe, the Gulf (including Saudi Arabia), the United States and China.
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**LANGUAGES &
CITIZENSHIP**

English (native) · Dutch (native) · German (native) · Tigrinya (fluent) · French (basic) · Mandarin Chinese (learning)

German national — full EU work authorization.