

Fractional CAIO & Interim Head of AI | AI-Native Product & Commercial Growth**BUILD
SHIP
SCALE****Dennis Hettema****Value Delivered:**

- **Lead as Fractional CAIO & Interim Head of AI**
- **Ship Production-Grade AI Systems That Replace Manual Teams**
- **Scale B2B Revenue & Commercial Growth**
- **Build AI-Native Products, Agencies & Operations**
- **Establish AI Quality, Governance & Grounding Standards**

**CONTACT** dennis@grant-graham.co.uk www.grant-graham.co.uk**CONNECT WITH ME:**

If your organisation needs AI leadership from someone who has actually shipped production AI systems, not just advised on them, I work with leadership teams to bring AI strategy, execution and commercial discipline together.

Please visit my profile:

[Dennis Hettema](#)

"AI OWNS THE CODE AND THE ARCHITECTURE. I OWN THE INTENT — AND THE STANDARD IT HAS TO MEET."

INTRODUCTION

Dennis is an AI operator, not a traditional engineer, who has been building companies since 1999 and today runs two ventures built by directing AI systems end to end: Hello Revenue, an AI growth platform running paid acquisition for small and mid-size businesses, and Armana, a fleet of autonomous vehicles that carry skiers uphill without cables. He treats hallucination, ungrounded claims and low-quality output as production bugs to be fixed, not accepted.

Before founding these companies, Dennis held CTO, COO and CPO seats while scaling businesses, and helped grow Ecologi's B2B customer base from around 100 to more than 18,000, with product and agile leadership as the through-line of his career. Based in Sweden, he works with UK and Europe clients, fully remote or flexible, on a fractional or short interim basis.

HOW I CAN HELP YOUR BUSINESS

- **Fractional CAIO & Interim Head of AI:** Embedded AI leadership for organisations that need someone who has shipped production AI systems, not just advised on them — available for a few days a month or a short interim engagement.
- **AI-Native Product & Operations Build:** Designing and directing AI-run functions that replace manual teams end to end, drawing on direct experience running an AI-operated growth agency with 4,000+ commits shipped to production software in the past year alone.
- **AI Quality & Governance:** Establishing the discipline to catch translationese, image slop and ungrounded claims before they reach customers, treating AI output quality as a production standard rather than a best effort.
- **Commercial & Growth Leadership:** Applying three decades of product, agile and go-to-market experience to scale commercial functions, informed by taking Ecologi's B2B business from around 100 to 18,000+ customers.