

Independent advisor and interim manager for *industrial AI and IoT*.

An agent is only as good as the context it can reach. I advise on both halves — the agentic-AI decision and the industrial IoT foundation it runs on — vendor-neutral, and I never bid on the build. Plus GTM engineering for deep-tech that stalls in enterprise selling. Ex-Bosch, 25 years.

PRACTICE STATUS

as of September 2026

AVAILABILITY	A few mandates per quarter · available now
FOCUS	Industrial IoT · Industrial AI · Connected products
ENGAGEMENT LENGTH	3–9 months or fixed fee
LOCATION	Gevelsberg (DE) · Athens · EU
LANGUAGES	German · English

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Two halves of one question — *and a third way in.*

Agentic AI in industry rarely fails on the model. It fails because the agent cannot reach the context — asset semantics, the data layer, the update regime. Both halves together are my field. GTM engineering sits alongside, for a different buyer.



OFFERING 01 · AGENTIC AI

Agentic AI, advised vendor-neutral

Whether the move is worth it, build vs buy, which implementation partner — and EU-compliant from day one. I select and govern the partner, but do not lead the build myself.

[Read more →](#)


OFFERING 02 · INDUSTRIAL IOT — THE FOUNDATION

The foundation agents actually run on

Asset semantics, the data layer, FOTA and compliance in a regulated environment — and the commercial model behind it. Worth doing on its own; with an AI programme it is the precondition. Over 4 million vehicles under UNECE R156.

[Read more →](#)


OFFERING 03 · GTM ENGINEERING

Go-to-market for industrial deep-tech

Pre-sales, pipeline and pricing as a repeatable system — plus the part that never automates: enterprise trust with industrial manufacturers, built by selling into those accounts across industries.

[Read more →](#)

Five modes of engagement.

From a four-week audit to a nine-month interim mandate. Depth and format set together in the first call.



INTERIM · 3–9 MONTHS

Interim Head of GTM, Sales, or Pre-Sales.

For industrial tech scale-ups and platform businesses that have the technology — but stall in enterprise selling. Build and coach the pre-sales team, hold technical champion relationships at C-level, design demo and POC playbooks, install pricing discipline — then hand over to a permanent successor.

[Book a 30-min call →](#)


FREELANCE · FIXED FEE · 4 WEEKS

GTM audit, 4 weeks.

Is your sales motion scalable? Are pre-sales setup, pricing discipline, and champion strategy fit for enterprise selling? Four weeks of customer interviews, pipeline and deal reviews, pricing benchmarks against comparable platform businesses. Output: a written memo with concrete, prioritised recommendations; a kickoff and a closing workshop; optionally a board or investor briefing. Fixed price set after a 60-minute scoping call.

[Book a 30-min call →](#)


FREELANCE · FIXED FEE · 4 WEEKS

Tech & AI readiness audit, 4 weeks.

Architecture review, roadmap, AI readiness, or M&A tech DD — a clearly scoped audit, delivered in four weeks. Output: a written memo with the current state and a 12-month roadmap; a kickoff and a closing workshop; optionally a briefing for the board or investors. Fixed price set after a 60-minute scoping call.

[Book a 30-min call →](#)



MANDATE · 6–12 WEEKS

Strategy mandate — AI in industrial practice.

Industrial AI roadmap and translation of customer problems into engineering and model requirements. Customer discovery, operations audit, phased plan across the maturity stages "AI-Aware → AI-Enabled → AI-Native → AI-First". Ends with a roadmap the board and engineering both own.

[Book a 30-min call →](#)



FOR BOARDS & SUPERVISORY BOARDS ·
RETAINER

Board advisor.

Quarterly sparring on IoT, AI, and platform strategy for boards and supervisory boards. Design and hosting of industrial-tech events and partner formats (in the lineage of Bosch Connected Experience, Bosch Bytes, HACK4INDUSTRY). Selective strategic introductions into the industrial OEM, standards, and open-source ecosystem when they fit the mandate.

[Book a 30-min call →](#)

FOR HEADHUNTERS & RECRUITERS

The answers you'll need anyway.

So you don't need a twenty-email back-and-forth. Standard terms that get a mandate moving.



Contract

CONTRACT TYPES

Werkvertrag (project-scoped) or freier Dienstvertrag (interim & advisory). No AUG, no employee-style arrangements.

CONTRACTING ENTITY

Sole proprietorship, based in Germany. Direct invoicing, or through an umbrella company if preferred.

INSURANCE

Professional indemnity + E&O insurance active. Certificates on request.

NDA

Standard NDA signed before the first discovery call. My template available; yours fine too.



Commercials

DAY RATE

Senior-interim standard for industrial tech mandates; concrete range after briefing. Fixed pricing on productised audits.

COMMISSIONS

Standard commission and margin models of established interim placement agencies accepted. Direct engagements equally welcome.

MINIMUM ENGAGEMENT

Freelance from 5 days · Interim from 3 months · Advisory from 6 months (quarterly cadence).

INVOICING

Monthly, net 14. For fixed-scope audits: 50% at kickoff, 50% on handover.

TRAVEL & EXPENSES

Pass-through, against receipts. Travel time over 4 h billed at 50%.



Logistics

LEAD TIME

Typically 2 – 4 weeks from signed contract. Faster on exception.

ON-SITE / REMOTE

2 – 3 days on-site per week in month 1, then remote-first with a monthly on-site day.

LOCATION

Business seat Gevelsberg, Germany; also based in Athens. EU-wide travel and engagements.

LANGUAGES

German (native), English (business fluent).



Scope & fit

PREFERRED ROLES

VP / Head of IoT, Head of Product, AI Programme Lead, technical board advisor.

INDUSTRIES

Industrial IoT, smart home, automotive, smart grid & energy, workplace safety, edge / on-device AI.

NOT A FIT

Pure delivery-vendor roles · AÜG arrangements · Full-time > 12 months · Greenfield ML research · Crypto / Web3.

BACKUP & COVERAGE

On critical engagements I can bring in a small trusted network of senior freelancers.