

## CVs OF THE FOUNDERS

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### Thomas Jesewski

*CEO*

Thomas' focus lies on the areas of digitalization and operational excellence. He began his career in the early 1990s in the software industry. Then from 1998 to 2004, he was Global CIO of Esprit, where he was responsible for the digital transformation of the then fast-growing company.

In 2005, the now 50-year-old founded TAILORIT, a leading management consultancy in the retail, fashion and lifestyle sector. There he was active as a consultant for numerous retailers and brands such as H&M, Hugo Boss, Karstadt and C&A.

In 2017, the collaboration between Thomas and David Krings, founder of KRID Solutions, gave rise to the first idea for the aifora platform and, on this basis, product development of the Markdown Optimization tool began. Thomas contributed the necessary retail experience. In February 2018 Thomas and David founded aifora, with Thomas as CEO and David as CTO.

Thomas is a board member of EO ([www.eonetwork.org](http://www.eonetwork.org)).

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### David Krings

*CTO*

David is a techno-mathematician who has both the mathematical and technical knowledge to translate the demands of the digital age into appropriate solutions. Before the term data science was even coined, he worked from 2008 to 2011 at the Research Centre Jülich, where he developed statistical algorithms and optimized simulations in high-performance computing.

In 2014, the now 33-year-old founded KRID Solutions and developed big data architectures and machine learning algorithms for various industries. In 2017 he got to know Thomas through a collaboration with TAILORIT, which subsequently led to the first idea for the aifora platform. This resulted in the product development of the Markdown Optimization tool, to which David contributed the IT and Data Science expertise. In February 2018, Thomas and David founded aifora, with Thomas as CEO and David as CTO, together.

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**About aifora**

aifora enables retailers and brands to optimize their prices and inventories across all channels and to automate the underlying processes. Through the use of artificial intelligence, data is processed on the aifora platform in such a way that it achieves maximum benefit. This results in a significantly higher level of profitability. The aifora SaaS solutions are quick and easy to integrate, can be individually configured and thus deliver a very fast return on investment. Clients include companies such as NKD, KiK, Reno and Peek & Cloppenburg.

Further information about aifora can be found here: [www.aifora.com](http://www.aifora.com)

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