



Joeri Voets is CEO of SandGrain B.V., a Deep Tech startup based in Eindhoven, the Netherlands, delivering an innovative solution to protect connected devices against cyberattacks. Before becoming CEO in June 2025, he served as SandGrain's Chief Commercial Officer from October 2024, defining the Go-to-Market strategy. With a PhD in Physics from Radboud University Nijmegen, Joeri brings over 25 years of experience blending analytical expertise with business acumen in technology-driven sectors.

Joeri's career highlights include serving as CEO of Forexx Group (2017–2021), where he executed turnaround and growth strategies that brought the firm to record top- and bottom-line results. He held senior management positions at TMC (2007–2016), expanding business units and building a new division, and advanced through engineering and business management roles within the semiconductor industry at NXP (1998–2007). He also worked as a management advisor and interim executive at Detron (Esprit ICT), Ooperon, and ISIPACE Group through his consultancy firm, Arsinten Management Advies.

Joeri thrives in ambitious and diverse environments, leading and shaping future-proof businesses with a focus on technology products and services. Recognized for his skills in management, strategic insight, and business development, he motivates teams through empowerment and creativity, confidently balancing analysis with intuition.