



Sam Goos is the co-founder of Flowmatic AI, an Amsterdam-based company specializing in custom AI agents and agentic workflows for business operations. With a background spanning behavioral psychology and technology, Sam focuses on the human as well as the technical side of AI implementation, ensuring that systems reflect how experts actually think and work.

At Flowmatic AI, Sam and his team collaborate closely with clients to map real-world processes and translate them into reliable, production-grade agentic workflows. Their portfolio now includes 10+ agents live in production, supporting functions such as customer support, document drafting, and data transformation, at organizations including Jaarbeurs Utrecht, Techniek Nederland, and HEYDAY Draijer Group. Founded at the outset of the generative-AI wave two years ago, Flowmatic has grown from serving SMBs to becoming a long-term AI partner to several enterprises.