Anjuli Hertle

AI Training and Enablement | AI Workflows and Implementation Support

Nürtingen, Germany | Remote

hertle.anjuli@gmail.com | +49 176 6660 9086

anjulihertle.com | LinkedIn

Profile

Practical AI training, workflow development and implementation support, combining B2B SaaS experience since 2021 at Procore, Deel and Taxually with independent AI-assisted applications and hands-on internal guidance on AI models. My approach is to understand the work and learning needs, select suitable tools, practise with concrete examples and check output quality. Native German and fluent English.

Core capabilities

- Needs discovery and use-case selection: tasks, audiences, learning goals, existing tools and observable success criteria.
- AI training and enablement: model and tool selection, structured prompts, practical exercises, templates and clear guidance.
- Workflow prototyping and quality: organise context and sources, review outputs, document test cases and prepare handovers.

Current work

Independent AI Workflow and Enablement Consultant

Anjuli Hertle Consulting / PraxisNova AI | Mar 2026 to present

- Provided practical in-house guidance on using AI models and general AI workflows.
- Directed independent AI-assisted projects from requirements through prototyping, review and documentation.

Selected independent projects

TRAIN: Bilingual AI learning application with short lessons, exercises, quizzes and an AI companion. Learning concept, requirements and AI-assisted implementation.

PraxisNova Content Pipeline: Gemini-powered generation of multiple draft formats from one topic, using prompt templates and editable outputs.

Email agent: Python prototype connecting Gmail and Claude for analysis, draft creation and action selection. Independent project rather than a client deployment.

Professional experience

Sales Manager DACH Enterprise / Partnerships and Sales Manager DACH ROW

Taxually | Jan 2024 to Feb 2026

- Managed DACH and international partnerships and commercial conversations with decision-makers, CFOs and founders.
- Clarified requirements across stakeholder groups and contributed to positioning, playbooks and internal enablement.

Business Development Manager DACH EMEA / Talent Acquisition Consultant

Digital Duco Limited | Freelance | Jan 2023 to Dec 2023

- Talent acquisition from January to August, followed by business development from August to December 2023.
- Worked with founders on DACH market entry, positioning, new business opportunities and partnerships.

International Expansion Consultant EMEA

Deel | Feb 2022 to May 2023

- Supported international companies with expansion and commercial requirements, working with account teams.

Sales Development

Procore Technologies | Aug 2021 to Feb 2022

- B2B SaaS sales development and customer communication, building practical knowledge of commercial workflows.

Project Coordination and IT Asset Management

Qolcom Limited | UK | Oct 2018 to Aug 2021

- Project coordination from September 2020 to August 2021; previously IT asset management from October 2018 to August 2020.

Tools and project environments

Claude, ChatGPT, Gemini, Claude Code, Codex and Google Workspace. Independent projects using Next.js, Supabase, Vercel, GitHub, and Claude and Gemini APIs. Development is AI-assisted.

Education and qualification

PRINCE2 2017 Practitioner, PeopleCert: earned February 2020; expiry February 2023 as recorded on LinkedIn.

German Abitur, economics focus | Johann-Friedrich-von-Cotta-Schule Stuttgart | 2015

Languages

German: native | English: fluent