



Zürich, 14th December 2025

## 9SENSES FOUNDED

# AI Veterans aim to clear the hype around AI

*New Swiss consulting firm focuses on measurable AI results and establishes quality standards for the responsible use of AI*

9senses AG, a new global AI consulting firm with Swiss roots, will begin operations in early 2026. 9senses set itself the goal of putting AI to use beyond the hype and marketing promises—with measurable business value, clear ethics, and technical depth.

Behind 9senses is a growing team of AI veterans with decades of practical experience in research, industry, and management consulting. The founders were already working on non-linear software applications long before AI became a buzzword. This experience enables vendor-neutral consulting - free from recommendations driven by vested interests.

"Like any powerful medicine, AI can heal or harm - the difference lies not in the tool itself, but in the wisdom of those who use it."

**Dr. Johannes Kunz, Founder and CEO**

A key goal is to establish measurable quality standards in the AI sector, demystify AI, and serve as a resource for both businesses and society, bringing clarity to the "AI fog."

## What's next?

9senses is in the process of establishing industry-wide benchmarks for independent AI quality assessment and to develop governance frameworks that enable companies to independently review and plan their AI implementations. At the same time, a training program will be developed to make AI concepts accessible to executives and decision-makers. A key focus will also be on the SME and educational market, where AI is changing the world faster than the people in charge can master.



Some key aspects of 9senses work are:

- **Establish AI standards:**  
embed objective quality assurance as an industry standard..
- **Ethical AI instead of hype:**  
responsible AI implementations with clear governance structures.
- **Demystify AI:**  
Provide knowledge and a basis for decision-making for executives who neither fear nor blindly trust AI.

## About 9senses AG

9senses AG is a global consulting firm with Swiss roots. Its focus is on the value-creating use of AI. 9senses supports organizations in the design, evaluation, and optimization of AI-powered solutions.

## PR-Contact

Juliette Schuster

9senses AG  
Florastrasse 49  
CH-8008 Zürich

✉ [Juliette@9senses.ai](mailto:Juliette@9senses.ai)

☎ Switzerland +41 (0)44 500 43 91

☎ Germany +49 (0)7808 9138-280