



Copenhagen, Denmark

CONTACT

# JACOB BEENFELDT PEDERSEN

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Commercially driven professional with a proven track record in new channel development, B2B account acquisition, and go-to-market execution. Built a new sales channel from zero — securing a €80–100k anchor contract pre-revenue, displacing the incumbent market leader, and achieving 100% client retention. Experienced in key account management, cross-functional coordination, and building measurable commercial pipelines. Combines a hunter mindset with structured execution and a technical foundation in Global Business Engineering.

## CORE COMPETENCIES

New Channel Development (0-1 Expansion)  
Sales Pipeline & Funnel Management  
Channel Strategy & Market Share Growth  
Cross-Functional Collaboration

Key Account Management & B2B Sales  
Negotiation & Partnership Development  
Sales Forecasting & Territory Reporting  
In-Store Visibility & Merchandising

## EXPERIENCE

### CHANNEL DEVELOPMENT & COMMERCIAL LEAD

2023 - Present.

ReGaia, Copenhagen

Circular economy startup — led 0-1 channel development and B2B account acquisition for new product category.

- Identified, prospected, and secured anchor B2B partnership with Bella Operations across 4 major locations (3 hotels + Copenhagen convention centre), building the channel from zero
- Led competitive displacement of incumbent market leader (Daka) through structured account strategy, negotiation, and value-based positioning
- Managed full sales cycle from prospecting and stakeholder diagnosis through contract execution, serving as primary client-facing interface
- Coordinated cross-functionally with production, supply chain, and compliance teams to ensure aligned execution and channel readiness

#### Impact:

- Secured €80–100k anchor contract pre-revenue, de-risking commercial scale-up
- Achieved 100% client retention across all onboarded accounts

## COMMERCIAL & GROWTH LEAD

2021 - Present.

nimoskin.dk, Copenhagen

EU-regulated skincare brand; built commercial channel and customer growth operation from zero.

- Built and scaled full commercial operation from zero, establishing e-commerce channel strategy and driving sell-through across digital platforms
- Designed and executed multi-channel sales funnels and customer acquisition pipelines, optimising conversion at each stage
- Managed inventory health, sell-through analytics, and commercial reporting to inform channel strategy and promotional planning
- Provided market feedback to product and supply chain teams, informing product development and commercial positioning

### Impact:

- Acquired 2,247 customers through structured multi-channel sales pipeline
- Achieved 25.43% repeat purchase rate through data-driven lifecycle management
- Reduced customer acquisition cost by 63% through systematic funnel optimisation

## SALES

2020-2023

Shaping New Tomorrow - Aarhus / Hamburg

Premium apparel company during international scaling phase.

- Delivered consultative sales in competitive retail environment, consistently exceeding monthly sales targets
- Managed client relationships and tailored product recommendations to drive conversion and repeat business
- Selected to support international store operations in Hamburg, demonstrating adaptability and initiative
- Developed persuasive communication and product presentation skills in face-to-face customer settings

## EDUCATION

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BSc in Global Business Engineering • VIA University College • Aarhus

2019 - 2024

Focus: Business Development, Systems Design & Technical Commercialization

Coursework & Focus Areas:

Business Development & Go-to-Market Strategy

Software Engineering & Systems Design

Data Modeling & Platform Thinking

Global Business Communication

- Project Management & Cross-Functional Coordination

Higher Technical Examination (HTX) • Learnmark • Horsens


2014 - 2017

Technical focus: Mathematics, Physics & Applied Technology

## LANGUAGES

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 Danish (Native)

 English - Fluent (C2)

 German (Professional Working Proficiency)