



Karsten Nielsen

Executive / VP of Sales

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Personal Details:
September 8, 1971 • Danish
Male • Engaged

Accomplished professional with extensive experience in leading sales management functions, accelerating business profit, and reducing operating costs by providing comprehensive top-level leadership.

Demonstrated expertise streamlining optimum efficiency of sales and marketing operations through successful development and execution of robust strategies. Track record at generating recurring revenue streams and creating new business. Possess aptitude to build relationships with all levels of management whilst staying abreast with industry and market trends to meet and exceed sales targets. Repeated success in identifying and assessing potential opportunities from strategic, operational, and financial perspectives. Equipped with excellent communication and interpersonal skills with ability to transform ideas into reality.

Areas of Expertise

- Sales Cycle Management
- Brand Identity & Growth
- Revenue Generation
- P&L Statements
- Strategic Planning & Execution
- Customer Service & Retention
- Competitive Market Analysis
- New Business Development
- Multi-disciplinary Collaboration
- Partner Relationship Building
- Team Training & Leadership
- Stakeholder Engagement

Career Experience

Senior Business Advisor, Severin Elektrogeräte GmbH

2023 -

Serves as Senior Business Advisor reporting to the CEO

- Provides strategic advice and guidance to management in identifying areas of growth opportunities
- Coaching and supporting the team (sales, marketing and category management)
- Contributing to the creation of a multi-year growth plan
- Helping to identify goals and objectives and develop action plans to grow the current business

President of Europe, Traeger Pellet Grills LLC

2018 – 2022

Acted as executive officer and member of executive board with reporting line to US board of directors. Increased profits and reduced expenses whilst administering control over all functions regarding P&L of European business.

- Established organisation comprising of 40 employees, including five direct reports.
- Introduced a completely new grill category in Europe and built a strong brand in record time that emotionally rivals the best grill brands in the business. Market built on equal parts direct- and indirect markets.
- Maximised revenue from 0 to USD 40,0M through development and execution of robust strategic plans.
- Enhanced business profitability after second year and EBIT margin in 2021 of 13,8% (USD 5,5 million).
- Improved overall team performance by successfully directing, guiding, and training group members.
- Supported the US IPO launch of Traeger by our business.

Sales Chief Officer, Nordics, Thuesen Jensen AS, Denmark (now F&H Group)

2015 – 2018

Ensured successful and on-time attainment of multiple key objectives whilst performing as brand manager of KitchenAid, WMF, Luigi Bormioli and Pillivuyt. Held responsibility for all markets as well as both internal and external sales teams. Led strategic business development in line with brand strategy and expansion of distribution network.

- Leveraged strong leadership skills to effectively lead 44 personnel, including seven direct reports,.
- Created and executed brand strategies for five focus brands from existing portfolio at brand organisation and distribution level.
- Designed and implemented new strategy for selected distribution contracts; apply to all customers in all sales channels, including categorisation system.
- Optimised KitchenAid market share in DK from 23,4% to 30% from 2015 – 2017 and in Sweden from 18,1% market share to 26,9% during same period.

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- Increased WMF with 220% in two years, inaugurated second largest brand in TJ portfolio, and lead biggest export market for WMF Group.
- Maximized export sales by 142%, Norway growth by 400%, and enhanced consolidated net profit with 121%.

Vice President of Global Sales, Rosendahl Design Group

2010 – 2013

Performed as member of executive board for successful and on-time attainment of set business objectives. Recruited and selected competent employees for company to improve company operations. Ensured implementation of Targit BI software.

- Created and executed innovative sales and marketing strategies to drive business growth across Europe and Asia Pacific. Going from single brand focus to multi brand focus.
- Directed and coached employees comprising of 43 members, including 6 direct reports.
- Led development and implementation of Rosendahl Private Label brand "Tasty" to supermarket segment.
- Enhanced export sales growth by 40% (€12M).
- Optimised net profit with 436% (€4,8M).

Vice President of Sales, Weber-Stephen Nordic and Middle East

2002 – 2010

Served as part of leadership group comprising of four members as well as valuable member of European sales advisory board consisting of six personnel. Directed and coached 34 sales staff members.

- Led preparation and execution of new overall sales channel, including categorization system in whole region.
- Successfully completed turn-arounds across Nordics and Baltics.
- Established new retail and B2B markets across Nordic and Middle East.
- Drove sales growth in period from €13M to over €80M.
- Enhanced net profit from €1,6M to € 5,8M.

Additional Experience

Global Sales Director, Jacob Jensen Design

Identified and developed major distributors in Bangkok and Shanghai whilst covering all relevant outlets across Asia. Managed, created, and implemented sales strategies, objectives, and plans.

CEO, Modstrom - CMS Group I/S

Expanded organisation and established new set-up in Sweden and South Germany resulting in driving +130% growth of top line. Developed, evaluated, and executed innovative strategic plans for company brand at home and abroad.

Business Unit Manager, ITW-Contamination Control

Established distribution across Nordic and Eastern Europe. Led strategic collaboration with major international customers.

Education & Credentials

INSEAD - Executive Management Programme - Strategy, Innovation, and Leadership

Mannaz, negotiation competency strategy individual competence management organisational competence management

Sales Leadership Education

Mercuri Business School

Higher Commercial Examination

Aalborg Business School, Denmark

Professional Development

Management and Leadership Training. Teamwork and Interpersonal Skills Training.

Languages

Danish – Native | English and Scandinavian – Fluent | German – Basics