

JACOB BEENFELDT PEDERSEN

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PROFILE

Commercial operator with an engineering background, working where commercial responsibility meets technical systems: building revenue from zero, navigating regulation, and translating between customers, product, and operations. BEng in Global Business Engineering (Software Technology); comfortable working hands-on with web infrastructure, analytics, and data.

CORE COMPETENCIES

Go-to-Market Development	Enterprise Stakeholder Management	Technical & Commercial Translation
Regulatory & Compliance Navigation	E-commerce & Digital Growth	Commercial Analytics & Reporting

EXPERIENCE

Commercial & Operations Lead

2023 – 2026

ReGaia ApS, Copenhagen

Circular economy startup building a new product category for the hospitality sector. Hired as the first commercial function; owned go-to-market, regulatory compliance, facility planning, and investor communications.

- Secured the company's anchor enterprise contract with Bella Operations across four Copenhagen locations (three hotels and the convention centre), building the channel from zero with no brand recognition
- Owned the full enterprise sales cycle: prospecting, needs diagnosis, proposal development, pricing, contract negotiation, and post-sale onboarding
- Displaced the incumbent market leader through competitive positioning, stakeholder mapping, and multi-threaded negotiation across procurement and operations
- Interpreted EU Regulation (EC) No 1069/2009 and Danish environmental law, translating requirements into facility specifications as primary liaison with the Danish Veterinary and Food Administration
- Co-planned the production facility from concept to construction, and built the investor pitch deck and company website

Impact:

- Anchor enterprise contract secured pre-revenue; incumbent market leader displaced across all target accounts
- Landzone, environmental, and (EC) No 1069/2009 animal by-product approvals secured, enabling compliant market entry

Co-Founder & Commercial Lead

2021 – Present

NIMO SKIN, Copenhagen

EU-regulated skincare brand for sensitive and reactive skin conditions. Co-founded the brand and built the commercial operation: e-commerce, acquisition, retention, and analytics.

- Built the D2C channel from scratch: Shopify storefront, payment infrastructure, fulfilment workflows, and customer service operations
- Owned the on-site conversion path and contributed to multi-channel acquisition across paid social, organic content, and email
- Owned commercial analytics: sell-through tracking, inventory planning, cohort analysis, and CAC/LTV reporting
- Implemented lifecycle and retention programmes, and fed market and customer feedback into product development

Impact:

- 3,506 customers acquired through a structured multi-channel pipeline
- 25.43% repeat purchase rate in a category where single-purchase behaviour is the norm
- Cosmetic product co-developed and commercialised for the EU market with end-to-end regulatory ownership (CPSR)

EDUCATION

BEng in Global Business Engineering – Software Technology

2019 – 2024

VIA University College, Aarhus

270 ECTS. Exchange semester at Fontys Venlo University of Applied Sciences (Computer Science, 2022). Key coursework: Database Systems, Software Engineering, Software Development (Java), Business Intelligence.

Higher Technical Examination (HTX) – Learnmark, Horsens (Mathematics, Physics & Applied Technology)

2014 – 2017

TOOLS & LANGUAGES

Shopify (Liquid, theme development) | Google Analytics 4 | Meta Ads Manager | Figma | CRM & reporting systems
Danish (native) | English (fluent, C2) | German (professional working proficiency)