

# PAUL NILSEN-BORRELL

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Dear Hiring Manager,

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I arrived in the Netherlands on a motorcycle. No relocation package, no safety net, just a relationship worth following and the conviction that the best opportunities are built, not handed to you. That decision led to six years of cross-border B2B sales, **€7M+** in revenue across 24 European markets, and a permanent EU base that positions me to hit the ground running for any organisation serious about cross-border growth.

Long before I was closing deals, I was closing gaps between people. From downhill luge and longboard racing to semi-professional darts and cricket, and somewhere in between, writing and performing spoken word poetry to rooms full of strangers, I have always worked alongside, competed with and learned from people of every background and temperament. The ones who taught me the most were rarely the ones who looked like me. I have never been precious about rolling my sleeves up, doing the unglamorous work, or being the least experienced person in the room. That willingness is where trust is built fastest.

I have captained teams across most of the sports I have played, and what that taught me early is that the captain is rarely the most talented person on the pitch. The role is about reading people, knowing when to push and when to step back, and making sure the right person has the ball at the right moment. That same instinct has shaped how I operate professionally. I have built sales and logistics teams from the ground up, and learned some of my most valuable lessons from warehouse managers, logistics coordinators and compliance specialists who knew their world far better than I ever would. Getting stuck in alongside them, not above them, is what turned those relationships into results.

The numbers speak plainly enough. **€3.5M+ in personal revenue**, a client retention rate above 90%, and deals ranging from €8K to €150K across some of the most sceptical, regulated and fragmented markets in Europe. If you can sell in an industry with a 98% consumer trust gap, relationship-led selling becomes second nature.

I am also clear-eyed about where B2B sales is heading. The convergence of AI, SaaS and data-driven pipeline management is reshaping how revenue gets built, and new tools are releasing faster than anyone can fully master. What matters is the adaptability to learn quickly, the commercial instinct to know which tools actually move the needle, and the relationship foundation that technology can support but never replace. I am not at the end of a career. *I am at the beginning of its next phase.*

As a **London-born UK national with permanent EU residence and an established Dutch B.V.**, I remove the post-Brexit complexity many organisations are quietly struggling with. No visa requirement, no relocation risk, commutable to Rotterdam, Amsterdam, Antwerp and Ghent, and equally credible walking into a boardroom in London. I bridge both sides natively. That is genuinely rare.

I would welcome a conversation with any team serious about building cross-border revenue. Read the CV, give me a call, and if the conversation goes well enough, *I might even recite you a poem.*

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Warm regards,

Paul Nilsen-Borrell

