

PAUL NILSEN-BORRELL

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B2B Sales Professional | EU-Based UK National | Cross-Border Relationship Builder

- London-born B2B sales professional with 6+ years driving revenue growth across European markets from the Netherlands base. Established B.V. owner with permanent EU residence — offering UK and US companies immediate “boots on the ground” European representation without visa complexity, while equally positioned to support EU companies entering or expanding within the UK market, bringing native cultural and commercial fluency on both sides.
- Natural relationship builder (CliftonStrengths: Individualization, Woo) who customises approach to each client’s unique needs while strategically navigating complex multi-stakeholder sales environments. Proven track record in regulated sectors, cross-border account management, and building €7M+ revenue streams through authentic partnerships. Experienced in building operational infrastructure from the ground up, including SOPs, supply chain coordination, compliance documentation review and financial administration — combining commercial and operational leadership across 24+ European markets.

PREVIOUS AND CURRENT WORK EXPERIENCE

PJNB Holding B.V. • 01/2022 - Present

Netherlands

OWNER

- Combines hands-on B2B market experience with European wide presence, combining regional search trend analysis (Ahrefs) to forecast emerging consumer categories identifying breakout wellness trends including functional mushrooms, adaptogens and nootropics before mainstream market adoption, informing product positioning and go-to-market strategy.
- Holding company providing brand strategy and wholesale market entry consulting services. From startups to established B2B businesses in functional wellness FMCG sectors.
- Successfully negotiated contracts with clients, generating €500,000 in new business within the first year of operations.
- Deliver strategic consulting to clients, including market entry strategies, brand development, and operational efficiency improvements.
- Built and managed cross-functional teams, ensuring timely project delivery and exceeding client expectations.
- Negotiated equity stakes in client companies following successful consulting engagements, reflecting the trust and long-term value delivered.
- Full white and private label manufacturing capabilities with EU wide production partnerships in FMCG.

CBD Consultancy Group B.V. • 01/2019 - 01/2025

Netherlands

Sales Executive / COO

Built B2B hemp wellness brand from zero to €7M+ revenue across European markets, establishing myself as trusted advisor in highly regulated, skeptical industry.

- Managed €7M+ in B2B revenue through European B2B partnerships, conducting 500+ consultative discovery calls with manufacturers, distributors and retailers
- Generated €1m+ new business in 12 months through targeted outbound and inbound marketing
- Closed deals ranging from €8K–€150K with 1-6 month sales cycles
- Maintained >90% client retention through consultative, education-first approach
- Navigated complex EU regulatory landscape (Novel Food Regulation, medicinal products, CPNP cosmetics)
- Established B2B partnerships across 24+ European countries, advising on EU compliance requirements and market entry strategy
- Built relationships with regulatory consultants, labs, and compliance experts across Europe; first point of review for technical documentation including COAs, TDS, product specifications and MSDS prior to supplier onboarding
- Positioned brand as “educator-first” in market with 98% consumer trust gap
- Managed complex multi-stakeholder sales (C-suite, compliance, procurement, operations)
- Created content strategy generating qualified inbound leads from European markets

- Developed strategic account plans for key EU brands and manufacturing partners
- Managed incoming payment verification, registration and reconciliation across multi-currency EU accounts
- Created and maintained purchase orders and backorders ensuring accurate inventory and fulfilment tracking
- Coordinated cross-border logistics and compliance documentation, acting as supply chain liaison between suppliers, logistics partners and internal teams
- Produced client-facing reports on order status, delivery timelines and account performance
- Designed and implemented SOPs for logistics and internal sales workflow, improving conversion rate and operational efficiency across sales and fulfilment functions
- Established communication standards covering email etiquette, meeting conduct, client follow-up cadence and tone of voice
- Built pan-European network of industry contacts, influencers, and decision-makers across 24+ countries
- Attended 25+ Europe-wide trade shows, educational and industry framework seminars, and investor conferences, generating qualified leads and strengthening brand positioning across key markets
- Operated 100% remotely across European timezones
- Generated €3.5M+ total personal revenue while maintaining compliance across multiple EU jurisdictions

Prime Direct Distribution (UK) • 01/2015 - 01/2019

UK

Logistics and Distribution Lead - Worldwide Markets

- Grew B2B distribution revenue year-over-year from a £2M+ base through relationship development and operational improvements
- Managed and expanded on-site team through annual new hires, overseeing performance, coordination and day-to-day operations
- Coordinated high-volume international shipments to prestigious record retailers and distributors worldwide including Europe, Japan and New York
- Managed C-suite stakeholder relationships, delivering quarterly business reviews and cross-functional coordination between sales, logistics and customer service
- Led Record Store Day operations managing hundreds of time-critical international shipments daily to high-profile retail accounts
- Conducted pre-release audio quality control on test presses, reporting anomalies to HQ before production runs to prevent costly manufacturing errors

CAREER ALIGNMENT AND FUTURE ASPIRATION

WHY I AM YOUR IDEAL CANDIDATE

For UK/US Companies Expanding to Europe: I solve the post-Brexit EU presence challenge for UK and US companies. I'm ready to start immediately, require no visa sponsorship, and bring proven revenue-generating capability in complex B2B sales environments. I understand UK/US business expectations and European buyer psychology — bridging both worlds from day one.

For European Companies Entering or Expanding into the UK Market: I offer something rare — a native UK national, fluent in British business culture, negotiation style and buyer psychology, already based in the EU with permanent legal status. No relocation risk, no cultural learning curve. I can represent your business in the UK market with authentic local credibility while remaining fully embedded in your European operation.

For Remote-First Organisations: I've generated 100% of my revenue remotely for 6+ years across 24+ European markets, managing complex multi-stakeholder relationships, compliance requirements and operational functions without a physical office.

For Complex B2B Sales Roles: I've navigated some of the most challenging B2B landscapes: highly regulated sectors, skeptical buyers, fragmented markets, long sales cycles and multi-stakeholder committees. If I can sell in cannabis wellness with a 98% consumer trust gap, I can sell anything.

Target Role

Account Executive, Business Development Manager, Partner Manager, Head of European Sales, or European Sales Manager — remote B2B sales for a UK, US or EU-headquartered company with active or planned cross-border market

expansion. Mid-market to enterprise deal environment (€20K–€150K+ ACV), where consultative, relationship-led selling is the competitive model. Sectors where trust, compliance, and long sales cycles are the norm, not the exception. Mission-driven environments where integrity is a business asset, not a box-ticking exercise.

Compensation:

Base €60–80K + uncapped commission, targeting €100–120K+ OTE. Open to discussing the full structure, the right company and mission matter more than a specific number.

Availability:

2-4 weeks

References: Available upon request from:

- European distributors (C-suite level) • Manufacturing partners • Industry consultants • Previous employers

SKILLSET

- **SALES SKILLS:** Consultative Selling & Discovery | Complex Multi-Stakeholder Sales | Account Management & Expansion | Pipeline Management & Forecasting | Objection Handling & Negotiation | Remote Sales (Video/Phone/Email) | B2B Relationship Building | Strategic Account Planning | New Business Development | Territory Management | Revenue Growth | Quota Achievement | Contract Negotiation
- **MARKET KNOWLEDGE:** Cross-Border Sales & Distribution | Regulatory Compliance Navigation | Cultural Adaptation (24+ EU countries) | Remote Team Coordination | Multi-Currency Deal Structuring | DACH Region | Benelux | Channel Sales | Partner Channel Development | Indirect Sales | EU Go-to-Market Strategy | Post-Brexit Trade | Early identification of breakout trends including adaptogens, functional mushrooms, functional beverages and nootropics ahead of mainstream market adoption | Translates consumer intelligence into B2B content and targeting strategy | Consumer demand forecasting across EU functional wellness and nutraceutical markets | Regional keyword and search trend analysis (Ahrefs) to identify emerging consumer categories
- **TECHNICAL PROFICIENCY:** Categories
- **CRM & Sales Operations:** HubSpot | ZOHO CRM — pipeline management, account creation, sales cycle tracking, estimated restock forecasting, inventory management and programming
- **Business Intelligence & Reporting:** ZOHO Reports — monthly and quarterly C-Suite sales updates | Excel/Google Sheets — data analysis, pivot tables, trend modeling, brand vs consumer trend forecasting by country and region | Google Sheets/Airtable — stock inventory management and data backup
- **Sales & Prospecting Tools:** LinkedIn Sales Navigator | DocuSign (NDA review and approval)
- **Market Intelligence:** Ahrefs — regional search volume and consumer demand analysis for EU market targeting
- **Communication & Collaboration:** Google Workspace | Microsoft 365 | Slack | Zoom | Teams (Remote Collaboration)
- **E-Commerce & Digital:** Co-founded and built e-commerce startup brands alongside specialist web development partners | Established industry network across payment gateways, UX/design and digital service providers across EU markets
- **PERSONAL STRENGTHS (CliftonStrengths-Based):** Relationship-Driven (Woo, Individualization) | Strategic Thinker (Strategic, Maximizer) | Continuous Learner (Learner, Input) | Clear Communicator (Communication) | Self-Motivated (Self-Assurance, Activator)
- **CHARACTER:** Genuinely curious about people, industries and ideas | Builds trust quickly and naturally | Direct and honest communicator | Culturally adaptable across 24+ EU markets | Calm under pressure | Energised by complex challenges | Operates with integrity in every client relationship