

Curriculum vitae

Name: Kim Hedenvall Velin
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Language: English / Danish



Profile

With extensive leadership experience across sales, HR, and operational management in multiple industries. Throughout my career, I have effectively managed large teams and HR functions, driving business growth, employee engagement, and operational excellence. With a proactive, people-centered approach, I lead by example, optimizing both employee satisfaction and organizational performance. I am adaptable and prepared to relocate for the right opportunity.

Key Achievements:

Strategic HR Leadership: As HR and Sales Director in roles at Zelect Marketing, Linux Nordic, and Go Impact, I was responsible for workforce planning, employee engagement, and HR policy development, significantly improving talent retention and team morale.

Revenue Growth: Consistently increased turnover, achieving a growth from DKK 300 to 800 million at Dong Energy.

Employee Engagement: Enhanced employee satisfaction scores significantly, such as from index 51 to 93 at Dong Energy, by prioritizing team development and open communication.

Operational Excellence: Streamlined processes across departments, reducing churn rates and improving KPI results.

People-First Approach: Led large-scale workforce initiatives, including independent handling of employee layoffs with empathy and professionalism during company restructurings.
Professional Experience.

2024-2024 Moved to Nairobi, Kenya

2023-2023 Vice President of Sales, Customer Service & HR, Linux Nordic

- Established and led HR and sales operations across Denmark and Europe.
- Responsible for P&L, KPIs, and talent acquisition strategies.
- Developed and implemented HR policies that fostered a cohesive, motivated workforce.

2020-2023 – Senior Manager, Copenhagen Medical A/S

- Managed 600 employees and 24 team managers across six COVID-19 test centers.
- Led daily HR functions and staff development, creating a resilient and high-performing team.
- Oversaw sensitive HR operations such as staff reductions independently, ensuring transparent communication.
- Manager Healthcare centre.
- Achieved significant results in sales and operations during the pandemic

2020-2020 - COO / Sales Director, Go Impact (Closed COVID)

- Built and managed HR and sales structures across Denmark and Europe.
- Defined KPIs, optimized sales and HR processes, and oversaw resource planning.
- Fostered a culture of collaboration, leading employee initiatives to support growth and morale.

2016-2019 – CEO / Sales & HR Director, Zelect Marketing

- Oversaw tele and field sales operations, managing 45 employees and spearheading HR policy and training initiatives.
- Achieved a significant increase in turnover and improved employee satisfaction through targeted HR strategies.
- Handled HR responsibilities, including onboarding, performance management, and employee relations.

2015-2016 – Sales Director/Division Manager, Eniro Denmark A/S

- Led field sales operations in Denmark with a budget of DKK 150 million
- Managed 32 employees, including sales managers and key account managers
- Achieved a 20% reduction in churn and significant revenue growth

2014-2015 – Head of Sales, Hoist Locatel A/S (Hospitality)

- Managed B2B sales in Denmark and Iceland, overseeing a team of 10
- Increased turnover significantly and optimized sales processes

2010-2014 – Head of Commercial Market, Dong Energy (B2B)

- Responsible for SME segments, online sales, and partner channels with a budget of DKK 800 million
- Increased turnover from DKK 300 to 800 million and improved customer satisfaction index by 17 points

2010-2010 – Senior Sales Manager, Comendo A/S

- Led key account sales for IP telephony and successfully prepared the telecom unit for sale

2006-2010 – Region Manager, TDC A/S

- Managed B2B sales in North Zealand, Copenhagen, and Bornholm
- Achieved a 130% budget index each quarter and won Manager of the Year in 2008

2005-2006 – Nordisk Key Account Manager, TDC A/S

- Led tactical sales, achieving 130% index on priority areas

2002-2005 – Account Manager, TDC A/S

- Managed 150 medium accounts, consistently achieving budget targets and winning the Hero of the Year Award

2000-2002 – Sales Consultant, Carl Jensen A/S

- Sold advertising panels and banners to the graphic business

1998-2000 – Shop Manager, BlueTel A/S

- Managed B2B and B2C operations in Herlev and Ballerup
- Successfully opened and managed a new shop

1986-1998 – Sergeant, the Navy

- Led administrative management of 750 privates

Education

- 1995 – Higher Preparatory Examination (HF)
- 1991 – Mid-level Manager Education, the Navy
- 1985 – Advanced Leaving Examination, Folkeskole

Skills

- Leadership & HR Management: Workforce planning, employee engagement, policy development.
- Strategic Sales & Business Development: Sales process optimization, KPI management, and client relations.
- P&L Responsibility: Proven track record of driving profitability and managing large operational budgets.
- Change Management & Innovation: Expertise in transforming business units for improved efficiency and growth.
- Solution Selling: Skilled in identifying client needs and providing tailored solutions to drive customer satisfaction.
- Customer Relationship Management: Building and maintaining strong client relationships for long-term success.
- Sales Process Optimization: Streamlining sales processes for efficiency and enhanced revenue generation.
- Certified Vaccinator: Qualified in healthcare protocols, with experience in staff and client health safety.
- Software as a Service (SaaS) Management: Skilled in managing SaaS platforms to support business growth.
- Supply Chain Optimization: Experience in optimizing supply chain processes to improve delivery and reduce costs.

IT Proficiency

- SAP CRM, Navision CRM, HUBSPOT, Salesforce
- Microsoft Office 365
- Payroll software

Languages

- Danish (Native)
- English (Fluent)
- Understanding of Scandinavian languages

With a deep understanding of diverse market dynamics and a solid foundation in sales & HR management, I am committed to delivering exceptional results in any challenging role. I am enthusiastic about the possibility of contributing to a forward-thinking organization and am fully prepared to relocate to seize the right opportunity.

LinkedIn: <https://www.linkedin.com/in/kim-velin/>

Personal Information

Born: October 5, 1968

Children: 3 (Aged 18, 25, and 30)