



Niels Garde

Key Account Manager

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Personal Details:

▪ Danish

Male • Married

Innovative and future-focused professional with strong business acumen and extensive experience leading account management initiatives in global companies. Excellent communicator and creative problem-solver with proven success building strong relationships with key accounts, exceeding quotas, and capitalising on business growth opportunities. Results-driven leader, ready to collaborate with high-performing teams to drive business development through strategic partnerships, high-quality customer satisfaction, and technical solution delivery.

Areas of Expertise

- ◆ Key Account Management
- ◆ Service Delivery Management
- ◆ Relationship Management
- ◆ Client Retention
- ◆ Solution Delivery
- ◆ Contract Negotiation
- ◆ Profit Generation
- ◆ IT Infrastructure
- ◆ Cloud & Cyber Security
- ◆ Networking & Prospecting
- ◆ Partnership Development Strategies
- ◆ Cross-Selling & Up-Selling

Professional Experience

Fujitsu A/S, Copenhagen
Customer Success Manager

2021-2022

As a Customer Success Manager (quota carrying role) I oversee several key functions within the Fujitsu Service-line that enable the delivery of a high-quality service to clients ensuring Service Support and Service Delivery processes are in place to meet business needs. This position is a stakeholder facing role and requires establishing and management of expectations within the business, driving the Public Cloud team to achieve those expectations to a high standard. Responsible for P/L for assigned accounts, forecasting and project proposal sales and delivery. The position includes a SPOC obligation towards clients as well as Customer Satisfaction responsibility.

Key areas and responsibilities:

- Participation in RFQ/RFP processes
- Responsible for governance requirements are met. (And internal insurance processes are met)
- Escalationpoint for P1 and P2 incidents
- Operational meetings – SLA and KPI reporting and follow up
- Public Cloud and Hybrid Cloud as well as on-prem solutions
- IaaS & PaaS
- P/L responsibility for assigned accounts.

NetDesign, Copenhagen
Key Account Manager

2015 – 2021

Head interactions with key accounts to ensure customer satisfaction with delivery of, collaboration, video cloud software, network, security, and infrastructure. Create and implement strategies to expand customer base, foster strong relationships with existing accounts, and promote client retention. Engage directly with key accounts to establish needs and deliver solutions. Collaborate with cross-functional teams to disseminate information on clientele, support business development initiatives, and generate profits. Conduct in-depth analyses into market trends to anticipate account changes and identify improvement opportunities. Oversee contract negotiations, forecast performance outcomes, control departmental budgets, and collaborate with sales teams to maximize profit through strategic cross-selling & up-selling. Compile reports on account progress, setbacks, and goals to share with stakeholders.

Key Achievements:

- Spearheaded account management of Novo Nordisk as primary account.
- Achieved 125% of \$5M quota in 2015.
- Surpassed \$5.5M quota by 65% in 2016.
- Secured 200% of \$6.5M quota in 2017.
- Generated over 130% of \$7M quota in 2018.
- Exceed target expectations with 250% achieved on \$7.3M quota in 2019.

Dell, Copenhagen
Solution Account Manager / Quota Carrying Sales Executive

2012 – 2014

Fostered profitable relationships with partners and clients to generate company profits. Developed strategic partner plans, prepared detailed product specifications to share with clientele, and promoted company products & solutions. Conducted customer needs analyses and implemented strategies to expand customer base through organic networking and cross- & up-selling. Compiled reports on client transactions, identified account growth opportunities, and defined project scopes for department activities. Acted as key point of contact for client queries, created sales forecasts, and tracked account metrics. Coordinated cross-departmental collaboration to ensure smooth running of operations, consistent service, and customer satisfaction.

Key Achievements: AP Moller Maersk: 2 MUSD WIN for managed workstation refresh and services

Hewlett Packard (HP), Copenhagen
Sales Specialist – Business Critical Server

2010 – 2012

Coordinated successful sales within UNIX, Microsoft, & SAP environments, and DC networks for leading IT company. Collaborated with partners and prospective clients to close deals and deliver solutions. Utilised in-depth knowledge of product portfolio to generate sales and facilitate up-selling & cross-selling. Ensured department-wide understanding of account needs and actively worked to exceed quota. Developed accurate forecast, engaged in networking activities to expand client base, and mentored team on effective sales operations.

Key Achievements: Velux A/S: 13,5 MUSD WIN: End- to- End HP Super Dome, HP Server/Storage and Cisco DC Network refresh project.

- Secured wins with key enterprise customers including Velux, Vestas, Danske Bank, and Danfoss Production.

Hewlett Packard (HP), Copenhagen
Account Manager- Sales Specialist HP Services

2006 – 2010

Controlled relationships with numerous accounts and succeed in delivery of network projects & security solutions. Researched market trends, identified account needs, and promoted company products to exceed country targets. Built strong relationships with clients to ensure client retention and developed initiatives to expand customer base. Collaborated with senior management teams to establish company-wide strategic planning to maximise revenue generation.

Key Achievements:

- Closed deal with University of Copenhagen valued at \$1.3M.
- Secured \$2M service facility network contract with A.P. Moller Maersk.
- Exceeded multi-million-dollar quota targets in 2007, 2008, and 2010.

Additional Experience

Key Account Manager, Scientific Atlanta, Copenhagen

Key Account Manager, Cisco Systems, Copenhagen

Channel Account Manager, Cisco Systems, Copenhagen

Education

Cand Phil in Nordic Literature

University of Copenhagen, Denmark

Cand Mag. in Film Science

University of Copenhagen, Denmark

Professional Training & Certifications

Sales & Leadership Courses, Mercury

Account Planning & Product Courses, IBM/Compaq/HP/Cisco

Life Cycle Services HP Accredited Platform Specialist, Hewlett Packard

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