

Profile

Proactive, innovative thinking, result-oriented and **collaborative leader** and team player with multicultural competencies and adaptability from both education and professional experience.

Through both founding, running, managing, developing, marketed, branding and positioning successful companies, together with employment in various **multicultural companies**, I have gained a great knowledge and learned the importance of an **efficient workflow**. From idea to strategy to execution to follow up/monitoring; OKR and more frameworks are mastered to achieve transparency across the organization.

Thus, I thrive with managing and overseeing multiple tasks and teams, being the **frontrunner/setting the example to follow** and **executing the set strategies**. I see challenges as opportunities; approach them with an **innovative, analytical mindset** based on a continually awareness and study of the newest trends in the market. **Loyalty & commitment** are highly valued, which applies socially as well as professionally. Over time, I obtained expertise in **event planning** and have built a **network** of influential key players around the world (especially in Spain, Scandinavia & China), among others within: **Web3/Blockchain/Crypto**, **Marketing & Branding**, Hospitality, Event Planning, Hotel & Leisure, Food & Beverage, Tourism, Fashion & Modelling, **Influencers & Opinion Leaders**.

I live and work by a **win-win mantra** where **long-term relationships** are valued over short-term gains.

Crypto, since 2019 I have studied, followed, networked and invested in the **web3** sector. A space I see as the present and the future. I see my vast expertise and experience in the traditional world with my 4 years of recently obtained expertise and knowledge in the web3 sector as the perfect combination to start my journey within this exciting sector.

Since 2022, I have been working with a start-up company within the Tokenization of Real World Assets (RWA) as a consultant/CMO. I have assisted with my business development, market research and marketing expertise (Experience, Knowledge & Know-how both from Web3, Tradfi & Web2).

I have a great knowledge and understanding within web3, among more areas:

Web3 Infrastructure // BTC & Layer 1's (Layer 0's) // Smart Contracts // Layer 2's // Bridges // Defi // Gaming // Metaverse // Ecosystems // AI // DEXs and Cexs // Oracles // Lending // Staking // Wallets // Decentralized Storage // DePIN // ETN Products & landscape // Tokenization // RWA RealWorldAssets // Blockchains – Permissionless/Permissioned // Account Abstraction // and much more.....

Skills:

// Web3/Crypto/Blockchain Expertise, Knowledge, Network & Understanding // Web3 Infrastructure // AI Tools & Understanding // Marketing (B2B - B2B2C - B2C) // Positioning & Branding // PR // Business Development // Expansion Strategy & Execution // AI & AI Tools Know-How // Network // Management // OKR frameworks // Project Management // Event Planning, Creation & Execution // Negotiation & Sales Communication // Cultural Diversity // Market Research // Market Analysis (SWAT, Competitors, Areas, and more) // KPI Analysis // Relationship Marketing & CRM Tools (BMR, ICR, B2B, B2C, CRM, Pipedrive) // Integrated Market Communication (IMC) // Influencer/KOLs marketing // Detail oriented // ETN Products & landscape // Tokenization // RWA RealWorldAssets // Blockchains – Permissionless/Permissioned // Account Abstraction //

Language & Cultural Knowledge:

Spanish: fluent
English: fluent
Danish: fluent
German: basic
Swedish: basic
Norwegian: basic

Why me?

Values and Problem-Solving Expertise, among more, I would add to your company:

Brand Positioning and Marketing Strategy

Value: Crafting a compelling brand narrative and effective marketing strategies.

Problem Solving: Enhancing brand visibility, market positioning, and executing impactful marketing campaigns.

Strategic Vision and Innovation

Value: Bringing a forward-thinking and innovative mindset to drive strategic vision.

Problem Solving: Solving challenges related to market disruption, identifying growth opportunities, and fostering a culture of continuous improvement.

Strategic Partnerships and Relationship Management

Value: Establishing and nurturing strategic partnerships.

Problem Solving: Expanding the company's network, negotiating beneficial partnerships, and driving mutually beneficial collaborations.

Entrepreneurial Spirit and Business Development

Value: Infusing entrepreneurial energy into the company's DNA.

Problem Solving: Identifying and capitalizing on new business opportunities, expanding market reach, and driving revenue growth.

Diversity, Equity, and Inclusion (DEI) Leadership

Value: Commitment to fostering a diverse and inclusive workplace.

Problem Solving: Addressing diversity gaps, promoting inclusivity, and enhancing employee satisfaction and engagement.

Operational Excellence and Efficiency

Value: Implementing streamlined and efficient operational processes.

Problem Solving: Resolving operational inefficiencies, optimizing workflows, and ensuring cost-effectiveness.

Team Collaboration and High-Performance Culture

Value: Building a collaborative and high-performing team culture.

Problem Solving: Addressing team dynamics, fostering a positive work environment, and boosting overall team productivity.

Customer-Centric Approach

Value: Prioritizing customer satisfaction and loyalty.

Problem Solving: Resolving customer issues, enhancing customer experience, and ensuring long-term customer relationships.

Education:

2004-06 Cand. Negot. Specialization: Marketing & Communication, Main Language: Spanish / English

- **M.A in International Business and Modern Language / Culture**
- University of Southern Denmark, Odense, Denmark

1997-2004 Bachelor Negot.

- B.A in International Business and Modern Language / Culture
- University of Southern Denmark, Odense, Denmark

Cand. Negot is the traditional Cand. Merc. Education supplemented with Culture, Negotiation and Language Skills.

Specialized my Higher Education within:

- **Marketing**
- **Positioning & Branding**
- **Negotiation & Sales**
- **Communications**
- **Project Management**
- **Cultural Diversity**
- **Graduate Thesis: The diversity in International Business & Negotiation Behavior. Case Study: Spanish/Southern Europe vs. Danish/Northern Europe negotiation & Business Behavior.**

The Higher Education thus combines skills in Negotiation, Economics, Marketing and Cultural Fields. This combination has given me important and in-depth Tools for solving Complex Tasks.

In addition, studied and passed a wide range of theses & dissertations, including:

- **Strategic Cooperation & Relations**
- **Leadership / Management**
- **Market - and Marketing Analysis**
- **Relationship Marketing (BMR, ICR, B-to-C, CRM)**
- **Integrated Market Communication (IMC)**

1996 - 1997 Hhx Business College, (Odense DK)

1993 - 1996 High School Sct. Knuds Gymnasium (Odense, DK)

Work Experience:

The Convergence – Tokenization of Real World Assets 2022-present.

CMO – Consultant.

- Tokenization
- RWA - Real World Assets

Tokenization of Real World Assets (RWA) start-up, where I have operated as a consultant/CMO. I have contributed with my experience & expertise from both the Web2/Tradfi and Web3 world. Main focus areas have been Business Development, Marketing & Branding and Market Research.

Responsibilities, among others:

- **Market Research**
- **SWOT Analysis**
- **Competitor Analysis**
- **Marketing Strategy**
- **Positioning Strategy**
- **Event & Conference Strategy (both web3 and Tradfi)**
- **Business Development**
- **Study & Selection of Blockchain to build upon – Permissionless/Permissioned**

Yourkeyz.io Consulting - The Bridge Between WEB2 & WEB3 2020-present

Consultancy – Expertise, Experience, and Know-How from Both Web2 & Web3

- **Marketing Strategy**
- **Branding Strategy**
- **Positioning Strategy**
- **Business Development**
- **PR & Event/Conference Strategies**

With several years (+20years) in web2/the traditional world of Marketing, PR, BD, Branding, Events, Market Analyzing, Optimization, Founding... and +5years in the web3/crypto space I have the ideal insight, profile, expertise to advise and optimize both web2 and web3 companies for success within key areas of their business.

AIRE Ancient Baths Copenhagen 2015-2024.

Marketing & PR Director.

- +10 spaces (New York, London, Barcelona Chicago, among others)
- 1500 m2 of wellness – thermal baths & rituals/massages in historic buildings
- +90 employees (worldwide +1200)
- Revenue +6,5mio euros (AIRE CPH 2022)

Responsibilities, among others:

- **The expansion of the BeAIRE Group to Copenhagen**
- **Market research for ideal area, location, building, space**
- **Found & negotiated the lease for the ideal location with landlords, municipalities, and more**
- **Recruitment and selection of key employees**
- **Market Analysis (SWAT, Competitors, Areas, and more)**
- **Positioning and Branding**
- **Marketing, PR & Sales**
- **KPI analysis**
- **Customer loyalty and satisfaction (B2C & B2B)**
- **Event planning, creation & execution** (among others for LVMH, Givenchy)
- **Network / Partnership**
- **Identifying and evaluating new business opportunities**

Fashion's Night Barcelona 2012-2020

Co-founder Fashion & Party Event

- **Concept & Idea:** A new fashion brand every week in a high-end venue
- **200-400 guests // 2000 guests pr event**
- **We accomplished to renew us/the event to become the longest running event in Barcelona, in a highly competitive market**

Responsibilities, among others:

- **Positioning & Branding**
- **Partnerships & Relations**
- **Strategic Marketing**
- **Managing Team**
- **Event planning, creation & execution** (among others for Diesel, Replay)
- **Network / Partnership**

Restaurant Llamber 2013-present

Co-founder. Gourmet Tapas Restaurant in Barcelona

- 280 m2
- 120 seats
- 50 employees
- Revenue 2.6 million euros / year

Responsibilities, among others:

- **Overall Operational Decisions & Strategies**
- **Strategy & Supervision of Marketing, PR & SoMe**
- **Branding & Positioning**
- **Business development**
- **Network / Partnership**
- **Identifying and evaluating new business opportunities**

Restaurant Chigre 2016-present

Co-founder. Gourmet Tapas Restaurant in Barcelona

- 80 m2
- 50 seats
- 20 employees
- Revenue 1million euros / year

Responsibilities, among others:

- **Overall Operational Decisions & Strategies**
- **Strategy & Supervision of Marketing, PR & SoMe**
- **Branding & Positioning**
- **Business development**
- **Network / Partnership**
- **Identifying and evaluating new business opportunities**

Lounge Restaurant Zero Km 2016-2019

Co-founder. Gourmet Tapas Restaurant Lounge in Barcelona. Sold in 2019.

- 95 m2
- 55 seats
- 15 employees
- Revenue 1,5 million euros / year

Responsibilities, among others:

- **Overall Operational Decisions & Strategies**
- **Strategy & Supervision of Marketing, PR & SoMe**
- **Branding & Positioning**
- **Business development**
- **Network / Partnership**
- **Identifying and evaluating new business opportunities**

Clubkviar 2011-2018

Co-founder. Private Membership Club with a discrete 30% Discount in High-end Restaurants.
Sold 2018 to Resy Group.

- Revenue 1 million euros / year
- Restaurants +300 in Madrid & Barcelona
- Members +300.000

Responsibilities, among others:

- **Marketing & Sales**
- **Strategy & Supervision of Marketing, PR & SoMe**
- **Branding & Positioning**
- **Business development**
- **Project Management**

Nordicweb Spain 2013-2015

Co-founder. Successful Concept from Germany introduced to the Spanish Market / Barcelona. The concept: Websites with a low Creation Cost, but with Fixed Costs for the Clients. Closed the Company 2015. The Spanish Customers did not have the same desire to pay their Bills as the German, which in the end hurt our Liquidity too much.

- Employees 30 (24 sales people, 5 web designers, 1 secretary)
- + 400 customers

Responsibilities, among others

- Overall Operational Decisions & Strategies
- Sales
- Recruitment
- Training
- Coaching & motivation
- Marketing

Fbms Fashion Group 2011-2014

Co-Founder. Fashion Agent & Distributor. Spain & Portugal.

Promotion & Sales of Fashion Brands in Spain & Portugal.

Revenue +4 million euros / year.

Employees: 4 salespeople, 12 subagents & 1 customer service.

Brands (among others): Friis & Co., Smashed Lemon, Pepe Jeans footwear, Chick With Guns Showrooms:

Barcelona, Malaga, Madrid, La Coruña, Canary Islands, Valencia, Portugal / Oporto.

Regional location of clients: Asturias, Cantabria, Castile and León, Galicia, Castilla La Mancha, Aragón, País Vasco, Navarra, Andalucía, Andorra, Islas Canarias, Madrid, Extremadura, Ceuta, Cataluña, Galicia, Valencia, Islas Baleares, Andorra, Galicia, Murcia, Alicante, and Portugal.

+400 customers: 65% high profile fashion boutiques; 35% medium profile fashion boutiques. 40% shoe stores, 60% fashion stores. Some of our high-end customers: El Corte Ingles, D409 BCN, Gonzalo Comella, E4G BCN, Nac Madrid, 007 Puerto Banus, Tiendas Ohh Canary Islands).

Responsibilities, among others:

- Hiring, Training, Coaching and Supervision of Sales, Subagents & Customer Service
- Marketing & PR
- Branding & Positioning
- Business Development Strategies and Brand Management for other Companies / Designers in the fashion Industry
- Event planning, creation & execution

Friis & Co 2008-2011 (Fashion Brand – Revenue 65 million euros/year)

Sales & Export Manager: Spain, Belgium, Portugal, Italy, Switzerland, France, and Ireland.

Increased sales in all countries and implemented new and successful sales- & marketing strategies and furthermore opened 2 new markets.

Responsibilities, among others

- Sales & Marketing
- Project Management
- Branding & Positioning
- Training, Motivation & Supervision of Agents & Distributors
- Training, Motivation & Supervision of our own Sales People
- Retail Stores & Partners

Bestseller A/S 2006-2008 (SELECTED HOMME/PRODUCT HOMME - Fashion – Revenue 130.000.000 euros/ year)

Area Sales Manager Spain: Sales and Design Collection Manager for the Spanish Market

Responsibilities & Achievements, among others:

- 20 new High-end customers through a Market, Competitor & Consumer Analysis.
- Admission on Bread & Butter Fashion Fair as the first Bestseller Brand ever
- Budget Responsible (16million euros/yearly)
- Recruitment, Development, Education & Coaching of Sales Team (8 salespeople + 3 sales support)
- Sales to 250 Wholesale Customers & 110 Retail Shops
- Purchase and Display of 6 Annual Collections for Sales People & Retail Partners
- Implementation of Promotional Activities (including Marketing, Teasers, Promotions etc.)
- Branding & Positioning
- Creation & Development of the Right Styles for the Spanish Market

FS Solutions, Barcelona, Spain 2004-06

Consultant Job: Business Development & Market Communications.

Management and Advisory:

The Expansion of a Danish Company in the Southern European market. The company's idea was to introduce "the outsourcing mindset" to Spain through a strong and trustworthy network of manufacturers in China / Hong Kong. The Contract Period was Successful with Signatures on 6 major Contracts for the Client.

The advisory role on this Penetration of the Southern European market included (among other):

- **Negotiation & Sales**
- **Advisory on Business and Negotiation Behavior in Spain**
- **Market Analysis**
- **Development and Implementation of Marketing Strategies**
- **Hiring and Training**

2001–05: DOLCE VITA & ZEN (2 Bars; Granada, Spain)

Co-Founder.

Responsibilities, among others:

- **Overall Operational Decisions & Strategies**
- **Management, Hiring, Coaching, Motivation of Employees**
- **Marketing and Communication on the Spanish Market**
- **Branding & Positioning**
- **Network creation**
- **Achieved 6 times ROI in Dolce Vita; Achieved 2 times ROI in ZEN**

Morten Storm // Website: www.yourkeyz.io

Tel.: +30 697 324 61 25 // E-mail: storm@yourkeyz.io // Telegram: @StormyFreedom //

Farcaster/Warpcast: @stormyfreedom // Discord: StormyFreedom#8774 //

Twitter: @StormMorten // <https://www.linkedin.com/in/morten-storm-5209033/>

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