Morten Storm

Creative & Project Lead · Founder · I build AI systems that run in production

Thessaloniki, Greece · +30 697 324 61 25 · storm@yourkeyz.io · yourkeyz.io · github.com/888StormyFreedom888 · linkedin.com/in/morten-storm-5209033 · Telegram @StormyFreedom · X @StormMorten

I have spent 20+ years founding, marketing and scaling companies. Nine of them, three exits, revenue lines from €1M to €6.5M, and market entries built from zero in Spain and Denmark. I am at my best when something has to be built, and I stay with it: ten years in the same role at AIRE, restaurants trading since 2013 and 2016, a weekly event for eight years. I hold the operation by building the systems and the teams that carry it. Today **76 AI assets run in production** for me, doing the market research, lead generation, outreach and content production I used to hire people for. 240 published articles on AI, marketing and Web3. Danish is my native language; I am fluent in Spanish and English.

AI: TOOLS, SYSTEMS AND METHOD

I don't use AI tools. I build them. Claude Code is where I work. Alongside it: Hermes agents, GitHub, Grok (xAI), Gemini and NotebookLM. I build and deploy sites on Next.js, TypeScript, Tailwind and Vercel.

39	15	13	9
skills	research knowledge bases	workflow commands	agents

What the systems do

- Lead generation: sourcing, qualification and agent-driven outreach
- Email handling: triage, drafting and reply agents
- Task and scheduling systems that run without being prompted
- Websites and landing pages, designed, built and deployed
- SEO and Google Ads: keyword research, on-page, audits, campaigns
- Presentations and pitch decks, produced end to end

Method

I build the way Andrej Karpathy works: I define the real goal before anything is written, break the work into buckets that can each be reviewed, and verify against criteria written *before* the build, not after. This is not theory I read. I implemented it as my own **/spec** and **/verify** commands and use them on every project I run.

Proof: github.com/888StormyFreedom888 · yourkeyz.io: 49 articles on AI tooling and its economics, covering Claude, Grok, Gemini, ChatGPT, Perplexity, Manus and decentralised AI.

CREATIVE DEVELOPMENT, CONCEPTS AND CAMPAIGNS

- **Fashion's Night Barcelona** (2012-2020), own concept. Delivered a new fashion-brand takeover of a high-end venue every week for eight years, up to 2,000 guests per event. The longest-running event of its kind in one of Europe's most competitive cities.
- **Clubkviar** (2011-2018), private dining club co-built from an idea into a large membership network with partner restaurants across Madrid and Barcelona. **Sold to Resy Group.**
- **Brand partnerships and events** produced for LVMH, Givenchy, Diesel and Replay.
- **Brand positioning** owned for a wellness group across 10+ international locations; the Copenhagen flagship reached €6.5M revenue in 2022.
- **76 published marketing articles**: GTM strategy, brand positioning, B2B and B2C, relationship marketing, referral and social selling, contextual targeting, conversion tracking, marketing-mix modelling and AI in sales.
- **Disciplines:** brand positioning and strategy · PR · integrated market communication (IMC) · influencer and KOL marketing · market and competitor analysis (SWOT) · KPI analysis · customer loyalty B2B and B2C · event strategy. **Tools:** Pipedrive CRM · Google Ads · SEO · OKR.

PROJECT LEADERSHIP, CLIENT OWNERSHIP AND RELATIONSHIPS

- **€16M annual budget** at Bestseller. Won 20 new high-end accounts and served 250 wholesale and 110 retail partners.
- **7 European markets** grown for a €65M fashion brand at Friis & Co, with 2 markets opened from zero.
- **400+ B2B accounts** built and serviced at Fbms Fashion Group.
- **Market entries from zero:** Spain for a Danish firm, where 6 major contracts were closed. Copenhagen for AIRE: location research, lease negotiation with landlords and the municipality, and hiring of the key people. And a German web-services concept introduced to Spain.
- **Staying power:** ten years in the same role at AIRE. Llamber open since 2013, Chigre since 2016. A weekly event for eight years. Best when something needs igniting, but builds the system and the team that keep it running afterwards, rather than doing the routine personally.
- **Operating today:** two restaurants in Barcelona with 70 staff and €3.6M in combined annual revenue. Suppliers, schedules and quality, where a mistake is felt the same evening.
- Negotiation is formal training, not instinct: master's degree and thesis in negotiation behaviour across cultures.

CAREER HISTORY

Yourkeyz.io Consulting: Founder / Consultant

2020-present · independent consultancy with AI implementation as its core offer

- Advises clients on marketing, branding, positioning, PR and event strategy
- Builds AI agents, skills and automated workflows into client operations
- Publishes an open research library: 240 articles across Web3, marketing and AI

AIRE Ancient Baths: Consultant, PR / Marketing / Sales

2024-present

- Advises on marketing strategy, brand positioning and sales; event planning and partnership development

The Convergence: CMO / Consultant
2022-2025 · real-world asset (RWA) tokenization start-up

- Built the go-to-market strategy: market research, competitor and SWOT analysis, positioning and marketing plan
- Led the evaluation and selection of blockchain infrastructure, permissioned versus permissionless
- Shaped the event and conference strategy addressing both Web3 and TradFi audiences

AIRE Ancient Baths: Sales, Marketing & PR Manager
2014-2024 · wellness brand, 10+ locations incl. New York, London, Barcelona and Chicago · 1,200+ employees worldwide, 90+ in Copenhagen · €6.5M Copenhagen revenue (2022)

- Delivered the group's entry into Copenhagen: market research on area and building, then the lease, found and negotiated with landlords and the municipality
- Recruited and selected the key employees
- Owned market analysis, positioning, branding, marketing, PR, sales, KPI analysis and customer loyalty across B2C and B2B
- Produced events for LVMH and Givenchy among others; identified new business opportunities and partnerships

Fbms Fashion Group: Co-Founder
2011-2014 · fashion agent and distributor for Spain and Portugal · €4M/year, 400+ B2B accounts

- Hired, trained and supervised sales staff and subagents; owned marketing, PR and brand management

Friis & Co: Sales & Export Manager
2008-2011 · fashion brand with €65M annual revenue

- Grew sales across Spain, Belgium, Portugal, Italy, Switzerland, France and Ireland; opened 2 new markets

Bestseller A/S: Area Sales Manager, Spain
2006-2008

- Carried a €16M annual budget; won 20 new high-end accounts; sold to 250 wholesale and 110 retail partners

FS Solutions: Business Development Consultant
2004-2006

- Advised a Danish firm on entering the Spanish market; closed 6 major contracts

COMPANIES FOUNDED OR CO-FOUNDED: NINE SINCE 2001, THREE EXITS

Restaurant Llamber, Barcelona · 2013-present: gourmet tapas, 280 m², 120 seats, 50 staff, €2.6M/year

Restaurant Chigre, Barcelona · 2016-present: 50 seats, 20 staff, €1M/year

Zero Km Lounge, Barcelona · 2016-2019: grew to €1.5M/year, exited via sale

Clubkviar · 2011-2018: co-built, sold to Resy Group

Fashion's Night Barcelona · 2012-2020: up to 2,000 guests per event

Nordicweb Spain · 2013-2015: scaled to 30 staff and 400+ clients

Fbms Fashion Group · 2011-2014: €4M/year

Dolce Vita & Zen, Granada · 2001-2005: two bars, both exited via sale, 6x and 2x ROI

EDUCATION AND LANGUAGES

Cand. Negot. (M.A.): International Business and Modern Language/Culture · University of Southern Denmark, Odense · 2004-2006
Bachelor Negot. (B.A.) · University of Southern Denmark, Odense · 1997-2004 · **Hhx Business College**, Odense · 1996-1997 · **Sct. Knuds Gymnasium**, Odense · 1993-1996

Cand. Negot. is the traditional business degree extended with culture, negotiation and language. I specialised in marketing, positioning and branding, negotiation and sales, communications, project management and cultural diversity, with additional coursework in relationship marketing (BMR, ICR, B2C, CRM) and integrated market communication (IMC). **Thesis:** diversity in international business and negotiation behaviour: Spanish/Southern European versus Danish/Northern European business conduct.

Languages: Danish (native) · Spanish (fluent) · English (fluent) · German, Swedish and Norwegian (basic)

I am happy to provide references and to run my AI systems live on screen in an interview. · Updated 22 September 2026