

# CV & Track Record

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Carsten Grube, Spain 2014

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## Footnotes

Footnotes in the Track Record:

- Footnote<sup>1</sup>: Freelance/ Employee
- Footnote<sup>2</sup>: Full presentation on my site, [www.contacto.dk](http://www.contacto.dk)

## Contents

CV

Track Record

- International Sales
- Startups & Business Development
- Chain Management & System Development
- Market Research
- Marketing & Media
- Spanish Language Services
- Design, Layout & Images

“Back page”



Danish • 41 years (1972)  
 Married • 2 children  
 Spain

## Experience

Now – since 2008 (> 5 yrs.)	<b>Owner of Contacto.dk (Spain)</b> <i>Outsourcing business services for international industries in Scandinavia, Spain, Portugal &amp; Latin America.</i>	Contacto.dk
2005 - 2010 (5 yrs.+ 1 mth.)	<b>Real Estate Agent &amp; Project Manager, Casa Una (Spain)</b> <i>Property sales in Malaga. Project Management. Startup of medias and marketing act. Dvlpmt. of docs. &amp; procedures.</i>	Flemming Trap (Owner) flemming@casauna.com +34 670 00 88 03
2003 – 2005 (2 yrs. + 5 mths.)	<b>Technical Sales Executive, Acom Electric SL (Spain)</b> <i>Technical sales of climate solutions (B2C) and Supply Chain Management.</i>	Peter Suurballe (Owner) petersuurballe@hotmail.com +34 670 200 600
2002 – 2003 (6 mths.)	<b>QPM Assistant Manager, VTP (Spain)</b> <i>Startup of Property Management Company. Analysis, strategy, implementation and daily running.</i>	Poul Anker Lübker (Manager) info@lubker.com +45 38 40 80 00
2000 – 2002 (2 yrs. + 6 mths.)	<b>Key Account Manager, Zapin SL (Spain)</b> <i>Startup of sales dept. in startup company. Sales of online services. Product development, docs and procedures.</i>	Claus Sørensen (Owner) claus@zapin.net +34 610 700 800
1999 – 2000 (10 mths.)	<b>Marketing Supporter, Gate Eleven (Denmark)</b> <i>Development of marketing procedures and activities.</i>	Lone A. Bach (Manager) lone@printgalleriet.dk
1998 – 1999 (1 year)	<b>Office Coordinator, Velux A/S (Argentina)</b> <i>Practical establishment of daughter co. in Argentina.</i>	Lars Søndergård velux.dk
1997 – 1998 (1 year)	<b>Export Volunteer, Royal Danish Embassy, Argentina</b> <i>Export advisory for Danish companies</i>	Leif Donde (Ambassador) um.dk
1992 – 1997 (2 yrs.+8 mths.)	<b>Travel Rep., Sunny Tours &amp; Star Tour</b> <i>In Austria, Turkey, Greece, Bulgaria and Spain.</i>	Suzanne Frost (HR) startour.dk

## References

## Summary

*2 years in Argentina + 13 in Spain. 15 years of success (track record following pages) within sales of projects, products and services to Spanish speaking and international markets (BtC & BtB). Documentation on my site: [www.contacto.dk](http://www.contacto.dk)*

## Certificates & Education

PRINCE2 Foundation (Cand. No: P2R/662838), 2013  
 ILX Group & APMG-International.com

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 Market Economist, Faculty of Ballerup, Denmark, 1994-96  
 HHX, Faculty of Ballerup, Denmark, 1989-92

.....  
 Course in International Commerce, Madrid, arranged by FUHU & Commerce Chamber of Madrid, 1996 (3 months.)

## Languages

. Fluent: Spanish, English, Danish & Scandinavian  
 . Conversation: German & Portuguese

## IT

MS Office incl. MS Project, CRM Systems, HTML, Blogging platforms & tools, and knowledge of FTP and MySQL.

I have sold...	Description	Period	F/E <sup>1</sup>	Results	Reference
Business Services	Sales and marketing strategy. Sales of business services as international sales consultancy, export/import advisory, market intelligence, Spanish language services, etc. 90 % canvas telesales. Clients mainly Scandinavian, Spanish and English speaking.	2008-13 Current	Free	Started 2008 and turned it into a profitable activity by Jan. 2011.	Contacto.dk/Referencer
Dentist equipment	Via my consultancy, Contacto.dk, I helped my Danish client entering the Spanish and Portuguese markets. Based on identification and qualification of potential clients, I initiated sales dialogue with selected clients. Mainly canvas telesales.	Jan 2012 – Oct 2012	Free	Partly confidential: New clients in Spain & Portugal. “Large” number of sales + resales to different clients.	Denlux A/S Jesper Lund +45 22 74 93 74 jl@denlux.com
Properties	As freelance real estate agent I was dedicated to the sale and listing of properties in Costa del Sol, Spain. Clients mainly Scandinavian, British, Spanish and German speaking. Negotiation on high level. Property price range: € 150,000 – € 1.2 million.	2005-2010	Free	No. of properties listed: +600. “Top of Sales” throughout the period	Casa Una Flemming Trap (Owner) +34 670 00 88 03 flemming@casauna.com
Ads	Selling ads for the new Danish magazine, ‘Sundhed’. Clients mainly Spanish and British. Canvas door knocking/ face-2-face. <sup>2</sup>	2008	Free	Sold 100 % of the ad space prior to first issue.	Casa Una (ref. above)
Ads	Selling ads for the new Danish magazine, ‘Spansk Stil’ (print + online versions). Achieved and carried out the presentation to Spanish Ambassador in the Spanish Embassy of DK and in the National Spanish Tourist Office (CPH), Denmark. Canvas telesales + face-2-face. <sup>2</sup>	2007-08	Free	Sold key client agreement to SEAT DK + key sponsorship to Mango, Spain, etc.	Casa Una (ref. above)

I have sold...	Description	Period	F/E <sup>1</sup>	Results	Reference
Online products & services	Key Account Manager for Danish startup company. Sales of database business web sites, portals, hosting and banner ads to the Danish web portal zapin.net. Mainly Scandinavian, Spanish and British clients. Canvas telesales and door knocking face-2-face.	2000-02	Emp	No. of clients by cold canvas: 75 + 19 by leads. No. of potential clients contacted: 470. Closing rate: 20 %	Zapin SL Claus Sørensen (Owner) +34 610 700 800 claus@zapin.net
Project	As Project Manager for the project of establishing of a Danish Rehabilitation Hospital in Spain, I elaboration of the sales presentation and proposal for initial sales dialogue with potential clients and operation suppliers and did initial meetings. <sup>2</sup>	2009	Free	Established work group of professionals + a fully worked out project which is just waiting for a new investor...	Casa Una (ref. above)
Air conditioning systems	Technical sales of cooling and heating systems for private households, office buildings, restaurants, shops, etc. in Malaga and Seville area. Technical specifications to clients and in-house fitters. Responsible for complete supply chain (client visit -> technical specification -> quotation -> follow up -> installation (materials, transport, time, place...) -> follow up -> invoice/payment). Mainly lead attendance and some canvas door knocking.	2003-05	Emp	No. of sales 875 (= avg. 30 per month). No. of sold systems: 1,562 (= avg. 54 per month). Prices: € 550 - € 8,000. Closing rate: 72%.	Acom Electric SL Peter Suurballe (Owner) +34 670 200 600 petersuurballe@hotmail.com
Property management services	Starting up new daughter company (ref. 'Startups...') selling of our property management services to property owners. Mainly British and Spanish clients. Tele and face-2-face sales. 100% leads.	2002-03	Emp	A well functioning and lasting company.	VTP Spain

Category	Description	Period	F/E <sup>1</sup>	Reference
Startup of agency	Startup of my current agency, Contacto.dk: strategy, business plan, development of services, web, procedures, prices, etc. and daily running. <sup>2</sup>	Current, since 2008	Free	Contacto.dk
Internal logistics in startup company	Establishing workflow, procedures and 3-language standard documents for all processes (contracts, registration forms, etc.)	2005-2010	Free	Casa Una (ref. above)
Startup of daughter company	Start up of the daughter company VTP Quality Property Management. Market analysis, strategy, business plan, implementation and daily running.	2002-03	Emp	VTP Group Spain (ref. CV)
Startup of sales dpt. in startup company	Developing products, pricing, sales catalogue, standard module catalogue for quotations and procedures for all processes.	2000-02	Emp	Zapin (ref. above)
Startup of daughter co.	Participating in the practical establishing of Velux Argentina SA. Work out and implementing of procedures for import-sale-delivery-invoicing and for office routines. Daily operation.	1998-99	Emp	Velux A/S Lars Søndergård velux.dk

Category	Description	Period	F/E <sup>1</sup>	Reference
Internal logistics	Developing all procedures and systems from scratch (ref. 'Startups...')	Current, since 2008	Free	Contacto.dk
Internal logistic system	Analysis with the aim of developing system for the management of employees' responsibilities, procedures and paper flow. Public Spanish entity - partly confidential assignment. <sup>2</sup>	2010-2011	Free	Contacto.dk/Portefolje
Content management system	Elaboration of content management system handling multi language texts and images. Marketing of properties in focus area, Costalita, Spain	2009-10	Free	Casa Una (ref. above)
Ad management system	Elaborating of system to manage the advertising of 1000+ properties in 12 magazines in 6 languages monthly and bi-monthly. Filtering by property type, location, town, price, advertising history, rating, selection and reports, auto formatting and pivot tables. Elaboration of procedures from register and upload of new properties to selection, ad production and internal communication. Developing of 6-languages dictionaries and text databases. Training of new staff.	2007-08	Free	Casa Una (ref. above)
Internal logistics	(ref. 'Startups...')	2005-2010	Free	Casa Una (ref. above)
Sales statistics system	Development of system capable of running any cross statistical data based on 8 parameters including management of my commissions and status on all pending quotations and clients. Supported my CRM system.	2003-04	Emp	Acom Electric SL (ref. above)
Technical standard sheet	All quotations and technical specifications and technical drawings were carried out in situ. In order to cover all details and to save time and minimize error margins I worked out a standard sheet for technical specifications.	2003-04	Emp	Acom Electric SL (ref. above)
Standardizing work	Standard module catalogue, procedures, forms, etc. (ref. 'Startups...').	2000-02	Emp	Zapin (ref. above)
Procedures	(ref. 'Startups...')			Velux AS (ref. above)

Category	Description	Period	F/E <sup>1</sup>	Reference <sup>2</sup>
Market & competitor analysis	Dentist equipment market in Spain. Collection and structuring of data through sales work based on phone interviews of market players.	Jan 2012 – Oct 2012	Free	Denlux A/S (ref. above)
Market & competitor analysis	Local property market in Costalita (Malaga). Turned into a bimonthly report displaying and analyzing prices and suppliers. <sup>2</sup>	2009 – 2010	Free	Casa Una (ref. above)
Market & competitor analysis	My client says: “The most comprehensive and thorough market analysis that we have ever seen in our market...”. <sup>2</sup>	Apr. – May 2009	Free	Swush Aps Ole Christensen ole.christensen@swush.com +45 33 21 72 09
Market analysis	Analysis of the market for the building and implementing of a rehabilitation hospital for Danish rheumatic patients in Spain. <sup>2</sup>	2007 –2009	Free	Casa Una
Market analysis	Analysis of the Spanish market for clean drinking water systems. <sup>2</sup>	Oct. – Nov. 2008	Free	Unimex Engineering Ltd. Aage Højgaard Andersen +45 47 17 14 44 ha@unimex.dk
Flash market test	Flash test of the Spanish market of feed additives. <sup>2</sup>	Nov. 2008	Free	Unimex Engineering Ltd. (ref. above)
Export advisory	In the Export Advisory Department my main task was to elaborate market analysis for Danish companies interested in the Argentinean market.	1997-98	Scholarship	Danish Embassy, Argentina Ambassador: Leif Donde um.dk



Category	Description	Period	F/E <sup>1</sup>	Reference
Web site	Development of my site based on WP: Domain handling, hosting, FTP, My SQL, WP theme adaption, SEO, Google Analytics, etc. <sup>2</sup>	2011	Free	Contacto.dk
Structure and contents	Structure and contents (texts and images) for costalita.info. <sup>2</sup>	2009 – 2010	Free	Casa Una (ref. above)
International exhibitions	Running of the Casa Una exhibitions in Sweden, Norway and Denmark: Logistics, running and follow up.	2006 – 2010	Free	Casa Una (ref. above)
Magazine development	From scratch I developed the Danish magazine, 'Sundhed' on my own: sales of ads prior to first issue, media plan, article writing, photos, ad production, participation in layout and printing. <sup>2</sup>	Jan. – Mar. 2009	Free	Casa Una (ref. above)
Editor, new media	Editor for Danish nationally distributed free-magazine, 'Spansk Stil' (spanskstil.dk). Strategy, media plan, sale to main sponsors (e.g. SEAT Denmark and Mango SA), internal and external coordination, article writing, photos and distribution and promotion. <sup>2</sup>	Sep. 2007 – Dec. 2008	Free	Casa Una (ref. above)
Web marketing	Design proposals for web sites, banners and web marketing solutions. <sup>2</sup>	2000-02	Emp	Zapin SL (ref. above)
Ads, national newspapers	Coordinating and selection of contents to ads as well as design in collaboration with designers. Ads for national Danish newspapers Politikken, Berlingske, Børsen, etc.	1999-2000	Emp	Gate Eleven Lone A. Bach (Manager) lone@printgalleriet.dk

Category	Description	Period	F/E <sup>1</sup>	Reference
Product catalogue	Complete product catalogue translated from English to Spanish. <sup>2</sup>	2012	Free	Denlux A/S (ref. above)
Technical user manual for steel industry	English-Spanish translation of technical user manual for industrial steel marking machine to the end-user Arcelor Mittal SA that belongs to the Spanish Ibex35 (the 35 largest stock market indexed companies in Spain). Technical language of highest difficulty and complexity loaded with branch technical terms. Document consisting in 184 pages/ 26,000+ words. <sup>2</sup>	2010	Free	Magnemag A/S Poul A. Andersen (Vice COO) +45 47 10 71 71 paa@magnemag.com
Webshop	Danish-Spanish translation of the webshop anti-ronquidos.es <sup>2</sup>	2010	Free	Snorban Aps Erik Luplau (Partner) T: 50 56 42 12 elu@luplau-poulsen.dk
Language version	Assistance in the translation of the Spanish language version of casauna.com. <sup>2</sup>	2010	Free	Casa Una (ref. above)
Spanish article writing	Spanish articles for the casauna.com blog. <sup>2</sup>	2009-10	Free	Casa Una (ref. above)
Spanish company presentation	Translation of company presentation <sup>2</sup>	2008	Free	Unimex Engineering Ltd. A/S (ref. above)
Spanish sales presentation	Content writing based on face-2-face with existing suppliers, on market analysis and by translation of existing contents. <sup>2</sup>	2008	Free	Unimex Engineering Ltd. A/S (ref. above)
Spanish sales presentation	Spanish sales presentation of product consisting of enzymes as filter function for swimming pools. <sup>2</sup>	2008	Free	Unimex Engineering Ltd. A/S (ref. above)
Spanish company presentation	Company presentation in Spanish including translation of complete product catalogue. Mainly translation of existing texts in English. <sup>2</sup>	2008	Free	Unimex Engineering Ltd. A/S (ref. above)
Interpreter	3 days as interpreter for my Danish client receiving a Spanish client delegation. Technical language of highest difficulty.	1999	Free	Magnemag A/S (ref. above)

Category	Description	Period	F/E <sup>1</sup>	Reference
Design & layout	My web site contacto.dk including all the presentations and catalogues. <sup>2</sup>	2011	Free	Contacto.dk
Design, layout & photos	The magazines 'Sundhed' and 'Spansk Stil', flyers and the company catalogue. <sup>2</sup>	2005-10	Free	Casa Una (ref. above)
Property photos	Photographing of properties was a key success factor in the listing of properties. I listed more than 600 properties. <sup>2</sup>	2005-10	Free	Casa Una (ref. above)
Photos Barcelona...	Comprehensive collection of high definition photos of key spots in Barcelona City, Costa Brava and of the Costa del Sol for magazines.	2005-10	Free	Casa Una (ref. above)
Design proposals and specifications	Design proposals for clients and specifications for production of ads and web page designs.	2000-02	Emp	Zapin (ref. above)
Design specifications	Selection of contents and design specifications for ads	1999-2000	Emp	Gate Eleven (ref. above)



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*“we will at any time recommend Carsten to any other company!”*

*Ole Christensen , Co-Owner at Swush ApS*

*“... most satisfied with the professional and well structured way Carsten has handled this case...”*

*Poul Anker Andersen, Vice COO, Magnemag A/S*

*“... very efficient work... very satisfied with Carsten...”*

*Kim C. Olsen (Legal & HR) at Gamereactor A/S*

*“... the most comprehensive and thorough market analysis that we have experienced in our market...”*

*Ole Christensen , Co-Owner at Swush ApS*

*“... great piece of work which we appreciate a lot – thanks Carsten!”*

*Erik Luplau, Co-Owner at SnorBan ApS*

*“... will use Carsten’s assistance onwards...”*

*Goran Wilke, CEO at IC-Meter ApS*

*“Carsten .... fast and efficient learner ... drive... strong project manager... understands how to communicate and sell complex concepts... emphatic and trustworthy appeal...”*

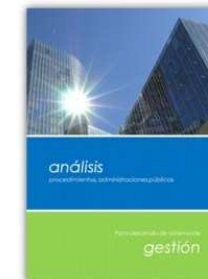
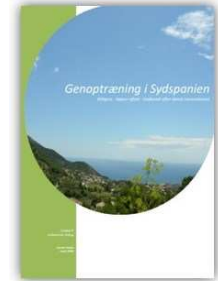
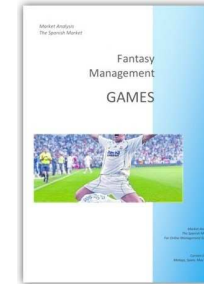
*Kirsten Andersen, MPA & CEO at Montebello, RegionH (Capital Region of Denmark)*

*“Carsten has always succeeded in immediately getting through to the persons that we have not been able to reach for months”*

*Jan Laursen, Sports Director, FCN*

*“...Carsten ... a skillful and loyal partner ...”*

*Flemming Trap, Owner at CASA:UNA*



Pls. ask my clients themselves: Full contact info, references, portfolio and more on my site (Danish):

www.contacto.dk