

# Daniel Tjørnelund

## Transformation CEO | Founder-Led to Scalable Platform Businesses

Israel / Denmark | International B2B Technology Executive

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### EXECUTIVE SUMMARY

CEO and transformation operator specializing in scaling founder-led and services/tech-enabled B2B companies through periods of strategic transition, organizational redesign, and operating-model evolution.

Experienced in leading companies from entrepreneurial execution toward institutional scale through productization, recurring revenue expansion, scalable go-to-market systems, and management professionalization.

Over the past five years, led Azami Global through a multi-year transformation:

- Revenue scaled from ~\$13M to ~\$27M
- Retention improved from ~50% to ~80% company-wide
- Renewals business acquired scaled from ~\$3M to ~\$12M
- Recurring-revenue profile materially strengthened ( 80% recurring and recurring)
- NL revenue per salesperson FTE (2021 → 2025): \$1.7M → \$3.4M
- Ops headcount (2023 → 2026): 17.5 → 8.5 FTE; cost as % of revenue: 4.9% → 3.2%
- Business evolved from transactional services model into a multi-product platform
- New growth engines launched (PRM and AI-based TLE)
- Company professionalized across finance, governance, legal structure, GTM, and executive management

Particularly drawn to:

- founder-transition environments
- PE-backed scaling situations
- vertical SaaS and workflow businesses
- tech-enabled services
- international B2B organizations requiring operational redesign and scalable growth systems

Combines Scandinavian managerial structure with Israeli entrepreneurial execution.

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# PROFESSIONAL EXPERIENCE

## Azami Global - Chief Executive Officer

2021–Present

### Mandate

Recruited into a founder-led international IP services business facing:

- structural retention challenges
- declining growth trajectory
- fragmented operational infrastructure
- heavy founder dependency
- limited scalability

### Transformation Scope

Led transition from transactional services organization into a scalable data platform (“iPeer OS”) business, with 4 core operating modules:

- Filing Network (Marketplace)
- Renewals System (Fintech)
- Partners Relationship Management (Vertical SasS)
- (AI-based) Translation & Localization Engine

### Key Strategic Outcomes

- Revenue growth from ~\$13M to ~\$27M
- Retention improvement from ~50% to ~80% company-wide; >90% on strategic accounts
- Renewals business acquired and scaled from ~\$3M to ~\$12M
- Built recurring-revenue infrastructure and Customer Success organization
- Expanded company from one core offering into multi-product platform
- Established scalable GTM infrastructure and KPI-driven management systems
- Professionalized finance, governance, legal structure, and executive operations
- Led strategic fundraising and M&A processes with institutional investors and strategic buyers
- Built management infrastructure capable of supporting scaled operations and investment readiness

### Areas of Leadership

- Organizational redesign

- Executive leadership development
  - Strategic planning and operational execution
  - Productization strategy
  - Investor and board management
  - Recurring-revenue transformation
  - GTM architecture
  - International scaling
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## **BM Engineering - Founder & CEO | NEBD**

### **2016–2021**

Founded and scaled an engineering-focused business serving advanced industrial and metrology-related customers across Israel, Europe, the United States, and China.

Built the company from inception through successful strategic acquisition by a larger industry player, with full operational responsibility across:

- commercial development
- supplier relationships
- delivery operations
- strategic partnerships
- customer management
- financial oversight

Operated within technically complex industrial environments connected to semiconductor and precision-manufacturing ecosystems.

### **Key Themes**

- Founder-led business building
  - International industrial operations
  - Engineering and systems environments
  - Technical-commercial integration
  - Cross-border customer and supplier management
  - Entrepreneurial execution
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# **Cybeats - VP Sales | Advisory Board Member**

## **2018–2020**

Led the commercialization and growth of an emerging IoT cybersecurity company operating in enterprise and industrial technology environments.

Led early commercial and go-to-market initiatives focused on:

- enterprise customer engagement
- category positioning
- commercial strategy
- growth planning
- complex stakeholder management

Worked closely with executive leadership and board stakeholders on growth strategy and market positioning during formative scaling stages.

### **Key Themes**

- Cybersecurity and enterprise technology
  - Early-stage commercialization
  - Enterprise stakeholder management
  - Strategic growth environments
  - Technical-to-business translation
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# **BlueDot - Senior Commercial Leadership Roles**

## **2014–2016**

Held senior commercial leadership responsibilities during a significant international scale-up phase, supporting the company's transition from early-stage growth toward more structured global operations.

Led enterprise and international commercial initiatives across complex cross-border B2B environments, with responsibility for:

- enterprise customer acquisition
- international expansion
- strategic partnerships
- go-to-market scaling
- sales process development

- pipeline and revenue infrastructure

Worked closely with executive leadership during periods of rapid organizational growth, operational scaling, and increasing enterprise maturity.

## Key Themes

- International B2B scaling
  - Enterprise commercial infrastructure
  - Scale-up GTM execution
  - Cross-border operations
  - Revenue systems and commercial architecture
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## Early Entrepreneurial Experience

Co-founded a self-service systems startup originating from studies at Technical University of Denmark, including pilot deployment with McDonald's.

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## ACADEMIC & THOUGHT LEADERSHIP

### Reichman University — Adelson School of Entrepreneurship

Adjunct Lecturer — Scale-Ups & Growth Strategy (2026 - Today)

Teaching (BA and Global Program) specialized courses focused on:

- scaling founder-led companies
- organizational redesign
- recurring-revenue systems
- growth infrastructure
- productization and scale-up management

### The College of Management Academic Studies

Adjunct Lecturer — Entrepreneurship & Business Strategy (2016 - Today)

Research and teaching (BA & MBA) focused on:

- scale-ups
  - growth systems
  - international business
  - founder transitions
  - technology-company scaling dynamics
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## **SELECTED TRANSFORMATION THEMES**

- Founder-led → institutional scale
- Services → product/platform evolution
- Retention and recurring-revenue systems
- Organizational redesign and management infrastructure
- GTM scalability and commercial architecture
- Product/SAM expansion strategies
- International B2B operating environments
- Board and investor alignment during transformation