

DANIEL TJØRNELUND

CEO | Scaling B2B Companies from Founder-Led to System-Driven

Focus:

Fixing growth-stage B2B companies (\$10M–\$50M) where execution, retention, and operating model break

EXECUTIVE SUMMARY

Operator with a track record of transforming growth-stage B2B companies from founder-led execution into scalable, system-driven organizations.

Led Azami through a full operating model transformation:

- Retention: ~50% → ~80%
- Shift to ~80% recurring revenue
- Expanded TAM >10x (service → platform)
- Revenue growth: ~\$13M → ~\$27M

Specializes in aligning product, sales, and operations into a system that delivers predictable performance.

SELECTED TRANSFORMATION

AZAMI GLOBAL — Chief Executive Officer

2021 – Present

Challenge:

Strong sales engine, but low retention (~50%), limited scalability, and heavy reliance on founder-led execution.

Actions:

- Rebuilt leadership structure with clear ownership and accountability

- Installed operating cadence (KPIs, QBRs, performance tracking)
- Shifted strategy from transactional services to multi-module platform (iPeer OS)
- Expanded product offering (PRM, Renewals, TLE) to support broader customer segments
- Aligned product, sales, and delivery into an integrated value chain

Outcome:

- Retention improved to ~80%
 - ~80% of revenue shifted to recurring
 - TAM expanded >10x
 - Revenue scaled from ~\$13M to ~\$27M
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ADDITIONAL EXPERIENCE

BM Engineering — Founder & CEO

Built and scaled an engineering-led business from inception to exit

- Established commercial foundation and international expansion (US, Europe, China)
 - Developed early operating model across sales, delivery, and partnerships
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Cybeats — Vice President of Sales / Advisory Board

Built commercial function in an emerging IoT cybersecurity category

- Defined go-to-market strategy and enterprise sales motion
 - Engaged Fortune 500 customers
 - Advised on growth strategy and positioning at board level
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Blue Dot (formerly VATBox) — Senior Sales Director

Scaled global sales through growth stage (Seed → Series B)

- Built international sales teams and enterprise motion
 - Established repeatable pipeline generation and execution processes
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ACADEMIC

Adjunct Professor — The College of Management Academic Studies (COLMAN)

Teach Entrepreneurship & Business Strategy with focus on founding and scaling companies

- Founder → organizational transition
 - Product-market fit vs. scalability
 - From activity metrics to financial performance
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CORE THEMES

- Founder-led → system-driven transformation
 - Retention and real product-market fit
 - Value chain alignment (product, sales, delivery)
 - From growth to scalable performance
 - SAM → TAM expansion through product strategy
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Selected use cases available [here](#)