

# ESPEN NILSEN

AI, Data Storage & HCI Sales Leader · Generative AI Strategist

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## PROFESSIONAL SUMMARY

Sales leader with 15+ years in enterprise technology and a track record of building, coaching, and developing high-performing teams. As Senior Sales Manager at Lenovo, I lead a multi-regional team selling data storage solutions and hyper-converged infrastructure across the Nordics, UKI, Benelux, and META, where I focus on developing talent, setting ambitious targets, and creating the strategic frameworks that help my team consistently exceed them.

I bring deep hands-on expertise in generative AI, from building LLM-powered automation workflows and prompt engineering systems to developing AI-enhanced sales enablement tools, combined with certified knowledge as both a Technical AI Advisor and Sales AI Advisor. I actively build and deploy AI solutions and share insights on applied AI through my blog at e9n.dev. Passionate about empowering teams and leveraging AI to unlock new levels of productivity.

Endlessly curious by nature, I completed two degrees and additional university studies part-time while working full-time, and continue to invest in daily learning through hands-on AI experimentation and writing.

## CORE COMPETENCIES

<b>Leadership</b>	Team Management · Cross-functional Collaboration · Stakeholder Engagement · Strategic Planning · Customer Success · Data-Driven Decision Making
<b>Sales &amp; Strategy</b>	Enterprise Sales · MEDDPICC · Go-to-Market Strategy · Revenue Growth · Channel Partnerships · Solution Selling · HCI · Sales Enablement · Forecasting
<b>AI &amp; Machine Learning</b>	Generative AI · Large Language Models (LLMs) · Prompt Engineering · AI Workflow Automation · RAG Pipelines · AI Agent Development · Stable Diffusion · ComfyUI · NLP
<b>Technical</b>	Python · TypeScript · Next.js · Containers · Linux · REST APIs · Git · CI/CD · Cloud Infrastructure (AWS/Azure)

## PROFESSIONAL EXPERIENCE

### Senior Sales Manager, Data Storage Solutions & HCI | Lenovo

Apr 2021 – Present · Oslo, Norway

- Lead multi-regional sales team across Nordics, UKI, Benelux, and META, driving revenue growth for data storage solutions and hyper-converged infrastructure (HCI)
- Develop and execute go-to-market strategies for emerging technology solutions including AI-optimized storage, HCI platforms, hybrid cloud, and modern data architectures
- Leverage generative AI tools to enhance competitive analysis, streamline reporting, and improve pipeline analytics
- Build AI-powered internal workflows using Python and LLM APIs to automate proposal generation, customer insights, and MEDDPICC qualification processes
- Collaborate cross-functionally with product, marketing, and professional services to align AI-forward positioning with customer digital transformation roadmaps

## **Storage & Datacenter Sales Account Manager | Lenovo**

*Aug 2019 – Apr 2021 · Oslo, Norway*

- Managed enterprise accounts for data storage and datacenter solutions, building strategic trust-based relationships that drove new business acquisition and retention
- Applied deep technical knowledge of industry trends including AI/ML workloads, hybrid cloud, and next-gen data architectures to consultative selling engagements
- Generated leads and closed complex deals through strong stakeholder engagement and solution-oriented communication

## **Solutions Engineer | NetApp**

*Jul 2017 – Jun 2019 · Oslo, Norway*

- Owned pre-sales engineering across the full NetApp portfolio with specialization in next-gen datacenter technologies: HCI, containers, and object storage
- Delivered technical presentations, demos, and proof-of-concepts to enterprise customers, translating complex infrastructure concepts into business value
- Trained partners and new hires on emerging technologies, fostering a knowledge-sharing culture across the organization

## **Senior Consultant / Consultant | Atea Norge**

*Jan 2012 – Jun 2017 · Tromsø, Norway*

- Served as Subject Matter Expert for cloud, VMware, and storage solutions across 5+ years of progressive responsibility
- Led the company apprentice program, mentoring early-career professionals in infrastructure technologies
- Supported sales processes and drove company growth through technical consulting and customer-facing solution design

## **IT Consultant | Helse Nord IKT**

*Jun 2010 – Dec 2011 · Tromsø, Norway*

- Administered server infrastructure across Windows Server, Red Hat Enterprise Linux, and VMware ESXi environments
- Created and maintained technical documentation, translating complex systems into accessible language for cross-functional teams

## **System Administrator | Tromsø Maritime Skole**

*Oct 2005 – Jun 2010 · Tromsø, Norway*

- Managed end-to-end IT infrastructure, building foundational expertise in server administration, networking, and systems automation

## **CERTIFICATIONS**

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- Generative AI – Sales AI Advisor Curriculum
- Generative AI – Technical AI Advisor Curriculum

## **EDUCATION**

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**Bachelor of Information Technology (193.5 ECTS)** · Norwegian University of Science and Technology (NTNU)

**Bachelor of Interdisciplinary Studies, Business Management & IT (180 ECTS)** · UiT – The Arctic University of Norway

**One-year university course in Information Processing (97.5 ECTS)** · Molde University College – Specialized University in Logistics

## **LANGUAGES**

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Norwegian (Native) · English (Full Professional)