



# JAVIER V. GOLFE

INTERNATIONAL SALES MANAGER WITH PASSION FOR HIGH TECH SOLUTIONS

 [javier@golfe.dk](mailto:javier@golfe.dk)

 +45 53620550

 Herlev, Denmark

**Nationality:** Spanish & Danish (double)





## EXPERIENCE

10+ years of experience within Technical Sales Management in the Telecom & Broadcast industries. With a turnover achievement of over EUR 10M within the last 6 years from 20+ different accounts as for example Viasat, Telefonica, MediaPro, EBU, Aljazeera, Mediaset, Vodafone Spain, RTVE, Hitachi, NEC, or Toshiba.

### SAPEC

<http://www.sapec.es/>


 Herlev, Denmark

 July 2021 – Ongoing

#### Sales Manager EMEA & Head of Marketing

Key Account Sales management of the achieved new accounts (Telecom Operators & Broadcasters) during the previous period to guarantee and increasing revenue in the region. Head of Digital Marketing management at the company for the global market (SoMe, Webpage, Press Releases coordination, etc).


#### Business Development EMEA


 Sept 2017 – June 2021

Responsible Business Development in the EMEA region with focus in Europe from the sales office in Denmark. Directly with final customers (Telecom Operators & Broadcasters) and through Channel partners/ System Integrators. During this period, it was performed a creation of a new channel partner structure with new partnerships and agreements in the region. SAPEC deals with public and private organizations of the broadcast and telecom sector digitalizing and upgrading their video transport network. Some customers of SAPEC are Telefonica, CELLNEX, EBU, Mediaset, Mediapro, Viasat, Aljazeera, Vodafone Spain...

### ProTelevision Technologies

[www.protelevision.com](http://www.protelevision.com)


 Rødovre, Denmark

 Apr 2015 – August 2017

#### Director Global Sales & Marketing


Responsible for sales and marketing globally with KAM of large manufacturers and broadcasters. Referring to CEO and owners. Forecasting, recruiting, coaching, training & managing the sales team (4 persons). Some achieved customers are Hitachi, NEC, Toshiba, Rohde & Schwarz, or Thomson.

#### Regional Sales Director

 Sept 2014 – April 2015

Continuing business development and international sales. Increase of Areas of responsibility (American continent and Europe) and management of external sales agents. Marketing responsible for the entire market. Promoted within the company.


#### Area Sales Manager


 May 2012 – Sept 2014

International Sales and Project management of advanced IT solutions within the Broadcasting industry to medium and large accounts with focus in Europe and LATAM. Managing sales in long term complex sales processes (full sales cycle) with opportunity (ad hoc) sales. Promoted within the company.

### Broad Telecom S.A.

[www.btesa.es](http://www.btesa.es)

 Madrid, Spain

 April 2011 – April 2012

#### Sales Engineer

B2B and B2G sales (KAM) of TV transmitting systems to Broadcasters & TV operators. Mainly LATAM. Headhunted by ProTelevision Technologies in Denmark.

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## PROFILE

- International mind-set
- Strategical thinking and result driven
- Profound technical background
- Hands-on product
- Self-starter and management spirit
- Innovative, Flexible, adaptable to changes
- Good interpersonal skills
- Enthusiastic and positive

## SKILLS & STRENGTHS

- Technical Sales
- C-Level Contract Negotiation
- Forecasting / Pipeline reporting
- International Business Development (B2B)
- Broadcasting / Telecom / Cloud
- Sales Team Management
- Sales Team Coaching & motivation
- Digital Marketing & Customer Engagement

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- Salesforce.com Advanced User
  - Microsoft Office Advanced User

## LANGUAGES

- Spanish:** Native
- English:** Full Professional Proficiency (verbally & writing)
- Danish:** Full Professional Proficiency (verbally & writing)
- Portuguese:** Full Professional Proficiency (verbally & writing)

## EDUCATION

### **M.Sc. in Telecommunications with speciality in Radiocommunications, IT and Electronics.**

Polytech. University of Valencia [www.upv.es](http://www.upv.es)

Sept 2002 – Jun 2009

Valencia, Spain

Danish Technical University [www.dtu.dk](http://www.dtu.dk)

Aug 2009 – Aug 2010

Ballerup, Denmark

### **Additional Courses & Certifications**

Strategic Marketing by [IESE Business School](#)

Apr 2020

[Online Certificate](#)

AWS Cloud Practitioner Essentials by [Amazon Web Services](#)

Jun 2021

[Online Certificate](#)

Master's in Digital Marketing and E-commerce by [ENEB](#)

September 21

## MY FREE TIME

I love spending time with my family: my wife Cathrine, registered nurse, and sons Mateo (5) and Viggo (0). We love to plan and travel as a family. In the weekends, we like having friends over all the time and if not, we pack our bags and go out fishing, trekking, or other nature related activities. Soccer and Vintage Apple computers are other of my passions where I use a bit of my free time.