

# FREDERIK JAKOBSEN

**Co-founder & CEO, Danish Lead Co.**

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## PROFESSIONAL SUMMARY

CEO & Co-founder of **Danish Lead Co.**, an AI-powered outbound agency driving predictable, scalable B2B growth. I specialise in building automated outbound systems that combine buyer research, signal-based targeting, data enrichment, and high-performance deliverability infrastructure.

Across SaaS, PE/VC, healthtech, energy, and niche B2B markets, I've helped clients:

- Generate **\$20M+ in closed revenue**
- Book **2,000+ qualified meetings** with founders, CEOs, and executive decision-makers
- Build outbound engines sending **200,000+ personalized emails per month**
- Deploy AI-powered systems that scale across teams, geographies, and industries

My work blends strategy, copy, deliverability ops, and automation to help companies build consistent pipeline with less guesswork.

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## CORE SKILLS

- B2B Lead Generation & Outbound Strategy
- AI-Driven Personalization & ICP Filtering

- Clay Automations (Inbound & Outbound Certified)
  - Email Deliverability & Domain Infrastructure
  - Signal-Based Targeting (intent, job changes, funding, tech installs)
  - Cold Email Copywriting (executive-level)
  - GTM Strategy & Offer Positioning
  - Data Enrichment & List Building
  - Growth Marketing & Funnel Optimization
  - Systems Thinking & Automation Design
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## EXPERIENCE

### Co-founder & CEO — Danish Lead Co.

Full-time | Nov 2021 – Present | Denmark & Spain

<https://danishleadco.io>

Built Danish Lead Co. from the ground up into a leading outbound systems partner for high-ticket B2B teams.

Key achievements:

- Drove **\$20M+ in revenue** for clients across SaaS, PE/VC, healthtech, solar, and niche B2B.
- Engineered outbound systems that generated **2,000+ qualified conversations** with CEOs, founders & executives.
- Designed AI workflows combining Clay, Smartlead, GPT enrichment, and advanced deliverability infrastructure.
- Ran end-to-end outbound engines with multi-inbox rotation, domain strategy, warm-up & daily deliverability ops.

- Developed dog-whistle messaging frameworks based on deep ICP research and buyer psychology.
- Hired & led a growing team across client success, copywriting, operations, research, and automation.

Highlighted case studies (links):

- **\$1.3M Revenue in 60 Days (Sunergy Solar)**

<https://danishleadco.io/case-studies/sunergy-solutions-ai-outbound-case-study>

- **83 Founder Conversations in 45 Days (Healthcare M&A)**

<https://danishleadco.io/case-studies/confidential-healthcare-investment-ai-outbound-case-study>

- **192 SaaS Leads in 45 Days (Enterprise SaaS)**

<https://danishleadco.io/case-studies/confidential-saas-ai-outbound-lead-generation>

- **BeyondMed: Reply Rate Increase → 3 New Enterprise Contracts**

<https://danishleadco.io/case-studies/beyondmed-ai-outbound-case-study>

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## **Smartlead Certified Partner — Smartlead**

**Freelance | Sep 2024 – Present**

Top 20 global Smartlead users, specialising in advanced email infrastructure, multi-domain setups, and deliverability strategy.

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## **Business Expert — Mercedes-Benz AG**

**Full-time | Aug 2021 – Jul 2022 | Stuttgart, Germany**

Worked as a Business Expert on two software development teams responsible for new demand/capacity management systems.

- Translated business requirements to engineering
  - Tested new system features and workflows
  - Acted as liaison between dev teams and end users
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## **Education Mentor — MentorDanmark**

**Part-time | Mar 2021 – Sep 2021 | Denmark**

Delivered 1:1 academic support for students, creating tailored learning programs and measurable academic improvements.

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## **Founder — ACC Supplements**

**Self-Employed | Sep 2019 – Jul 2020 | Denmark**

Founded a supplement brand as part of a national innovation competition.

Reached the finals of **DM i Innovation** (Danish National Innovation Championship).

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## **EDUCATION**

**European Business Bacculaureate** — Aalborg Handelsskole

**Business & Innovation** — Herningsholm Erhvervsskole HHX (2018–2021)

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## **CERTIFICATIONS**

- **Clay Outbound Automation Certified**
- **Clay Inbound Automation Certified**
- **Warmy – Email Deliverability Expert**

- **Smartlead Certified Partner**
  - Multiple outbound, copywriting, and automation credentials
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## **NOTABLE RESULTS**

- \$20M+ in client revenue generated
  - 2,000+ qualified meetings booked
  - 80+ B2B clients served
  - 200k+ personalized outbound emails/month across client accounts
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## **ADDITIONAL DETAILS**

- Endurance athlete: completed a 100km ultramarathon under 10 hours; training for Ironman
- Works with global clients across the U.S., EU, UK, MENA, and APAC
- Experienced in scaling distributed teams and building high-ownership cultures