

Joel E Pekay

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Sales and Marketing Executive

Enterprising and customer-focused leader with a natural ability to build new business and forge loyalty with clients, vendors, and business partners. My motivational leadership and management style approach allows me to build, guide, and retain high-performing teams dedicated to driving accelerated growth.

I have a noteworthy ability to identify and capitalize on emerging market trends which allows me to lead my teams and organization to peak performance. I do this by driving market enthusiasm through lead generation, advertising, communications, seminars, trade shows, industry events, public relations, public speaking, online marketing, social media and SEO.

Professional Experience

Sales and Marketing Consultant

2016 – Present

- Provide ongoing marketing, sales, corporate, business development, market expansion, and consulting services.
- Developed and implemented turnaround sales strategy for a North American division including process development, target market segmentation, and customer relationship expansion. Transitioned average sale from \$7,500 per transaction to \$69,000 per transaction. Introduced multiple six-figure sale opportunities.
- Developed business and sales strategies for an Environmental, Health, and Safety global certification company. Built transition strategy to move from audits to consulting services.
- Developed and managed marketing communications strategy including design, content, and implementation of a new corporate website, public relations, email marketing, and webinars for a regulatory SaaS company. Generated 33,307 website visitors, 10,444 Google AdWords visitors, 2,932 Contact Us visitors, and 1,582 ecommerce visitors.
- Supported multiple private companies through private equity initiatives. Developed buy, build, and integration strategy for a software company securing funding for the sale to a private equity firm.
- Guided environmental consulting engineering firm through corporate positioning and identification of a strategic buyer to further the company's geographic and market expansion goals and secure transition for senior shareholders.
- Advised multiple investment and consulting firms and their clients on market, competitors, and customer opportunities.

Vice President – Consumer Goods

DEKRA North America, 2014 – 2016

- Started, developed, and led consumer product business division generating annual revenue in consumer goods, retail, commercial, electrical and electronics products, medical devices, wireless, and automotive products through global consulting, testing, audits, inspection, and certification services.
- Responsible for North American business development, sales, partnerships, marketing, operations, service delivery, customer loyalty, organic growth, and acquisition strategies to drive regional and global revenue.
- Led business development, sales, and hospitality strategy for partnership with International Motor Sports Association (IMSA) and managed North American Formula One activities. Guided business development, marketing, corporate relationships, partnerships, and other racing initiatives.

Global Sales and Marketing Director

Intertek, 2006 - 2014

- Led marketing, sales, and business development strategy for Intertek's Chemicals & Pharmaceuticals division - one of five corporate divisions after successfully leading one of three sub-divisions.
- Managed annual revenues of \$280M for Chemicals & Pharmaceutical division.
- Generated new annual revenues of \$50+M for Health, Environmental, and Regulatory department including green and sustainability initiatives.
- Launched new sub-division including creation, implementation, and management of all sales and marketing strategy, tactics, tools, and processes.
 - Generated 1,074,377 unique web visitors - A 27% increase
 - Generated 40,000,000 Google AdWords impressions leading to more than 210,000 web site page views - a 51% increase
 - Managed 75 conferences, events, and/or tradeshows
 - Issued over 100 direct e-blast campaigns reaching over 158,000 prospects - a 27% increase.
- Developed and led divisional strategy including customers in the following segments: Apparel, Automotive, Automotive Research, Chemical, Commercial, Consumer Goods, Electrical, Electronics, Food & Nutrition, Health & Beauty, Medical & Healthcare, Pharmaceutical, Plastics, Retail, Textiles, and Toys.
- Represented business as one of ten global media contacts.

Global Marketing Manager**Underwriters Laboratories Inc., 2005-2006**

- Recruited to create and implement the restricted substances global strategy for a business unit projected to generate over \$100M within five years in a \$3 billion market segment.
- Established worldwide support of the largest growth initiative in company history.
- Developed and implemented global marketing strategies in North America, Europe, and Asia including branding, positioning, public relations, advertising, and collateral.

Additional experience available upon request and includes:

Director of Marketing and Product Development**CIMCO Communications****Senior Marketing Manager****Focal Communications****Marketing Manager****Ameritech****Marketing Manager****Sprint Cellular****Assistant Marketing Manager****Ameritech Cellular**

Education

Drake University, Des Moines, IA - Bachelor of Science in Business Administration, Major in Marketing