



**Joel E Pekay**

Marketing and Business  
Development Executive





## Executive Overview

*Enterprising customer focused B2B growth engine leader with a natural ability to bring together marketing, business development, and sales into a comprehensive life cycle process. Specialize in the ability to create new revenue streams, create competitive advantages, and forge loyalty with clients and business partners. Build winning teams driving transformation and growth.*

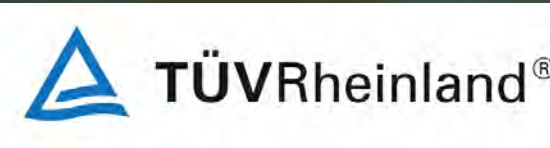


# How Can I Help Your Business?

- Build awareness
- Position thought leadership as a competitive advantage
- Generate revenue
- Reduce sales cycle
- Improve long term customer satisfaction

# Professional Highlights

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- Defined strategy and tactics aligning with business segments, sales, and country management at TUV Rheinland generating \$151M annual revenue.
- Advisory board member of Compliance Testing LLC.
- Recruited by DEKRA North America CEO to define market strategy and create product business division in North America.
- Developed and led global sales and marketing for a startup department at Intertek growing from three people to over 200 employees generating \$50M in annual revenue through organic and inorganic growth.
- Promoted by Intertek Executive Vice President to lead North American sales and marketing managing annual revenues of \$280M.



# Professional Highlights



- Developed, implemented, and led North American market entry for ICW, a global SaaS supply chain management company, targeting retail, manufacturers, and suppliers.
- Launched SaaS commodity trading and risk management solution for Agiboo in North and South America.
- Fractional CMO for Decernis, a regulatory SaaS company generating 33,307 website visitors, 10,444 Google AdWords visitors, 2,932 Contact Us visitors, and 1,582 ecommerce visitors leading to 25% annual revenue growth for two years in a row.
- Served as Fractional CMO and/or CSO for multiple other companies including iRely, PRI, and Fuji Robotics.





# Professional Reference

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“I have had the privilege of working alongside Joel for more than two years, and it has been an incredibly enriching experience. Joel is a true marketing and communications senior expert, with an innate ability to navigate the ever-evolving landscape of our industry.”

“Under his leadership, our team underwent a transformative reorganization that not only created a multicultural environment but also resulted in the establishment of a highly effective Americas team. This strategic move allowed us to provide top-quality services to our internal customers, fostering collaboration and synergy among diverse talents and perspectives.”

“During our time working together, we intensified our PR & Communications activities by adding new tools and processes, successfully positioning the TUV Rheinland brand and our experts on important media channels across the Americas Region. This effort led to remarkable growth in PR activities, increasing press release distribution by 120% and media pickups by 300% in the very first year.”

“Joel's visionary approach was always aligned with the company's overarching goals to grow and succeed. He ensured that our team's efforts were not just focused on meeting immediate objectives but were also designed to contribute to the company's long-term success.”

“Beyond his professional acumen, strategic prowess, and support during personal transitions, Joel is an outstanding person. He brings warmth, empathy, and a genuine passion for fostering a positive work environment, creating a culture of collaboration and innovation. Also, Joel's support during my return from maternity leave, his understanding, flexibility, and willingness to accommodate my needs during that transition period made a significant difference during this challenging time.” – Mariana Taborda, TUV Rheinland, Brazil

# Global Expertise

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Walgreens Boots Alliance



amazon



GE Healthcare



motorola  
a lenovo company



## B2B sales and marketing experience in the following industries:

- Apparel
- Automotive
- Chemical
- Commercial
- Consumer Goods
- Electrical
- Electronics
- Food & Nutrition
- Health & Beauty
- Internet
- Internet of Things (IoT)
- Medical & Healthcare
- Pharmaceutical
- Plastics
- Retail
- Telecommunications
- Testing, Inspection, and Certification
- Textiles
- Toys
- Wireless



# Professional Experience

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## **Vice President of Marketing and Communications and Regional Marketing Officer - Americas**

**TUV Rheinland, October 2021 – November 2023**

One of the world's leading testing service providers with more than 20,600 employees and annual revenues of approximately 2 billion euros.



## **Partner – Marketing and Business Development**

**Scuderia Partners, 2016 – October 2021**

Business to business (B2B) outsourced marketing and sales company bringing together prospects and customers through a comprehensive life cycle process.



## **Vice President - Products**

**DEKRA North America, 2014 – 2016**

Global independent B2B testing, inspection, and certification company with \$3.7B annual revenue and over 46,000 employees in 60 countries.



## **Global Sales and Marketing Director**

**Intertek, 2006 – 2014**

Multinational assurance, inspection, product testing and certification company with \$3.57B annual revenue and over 42,000 employees in over 100 countries.



## **Global Marketing Manager**

**Underwriters Laboratories Inc., 2005-2006**

Global safety consulting and certification company with \$1.9B annual revenue and over 12,000 employees in 46 countries.



## Vice President of Marketing and Communications and Regional Marketing Officer - Americas

**TUV Rheinland, October 2021 – November 2023**

Responsible for Marketing and Communications in North and South America generating \$151M in annual revenue. Reporting to the regional CEO for the Americas, I led a team of 19 marketing professionals for one of the world's leading testing service providers with more than 20,600 employees and annual revenues of approximately 2 billion euros. My key achievements included:

- Increasing Marketing Qualified Leads (MQL) 31.31% in 2022 leading to a 7% increase in annual revenues. Increased MQL by an additional 23% in 2023 generating a 8% increase in annual revenue.
- Strategy and change management through transformation of Americas teams focusing on business growth, end to end customer life cycle, alignment with business segments, mergers and acquisitions, and alignment with markets to drive business opportunities, awareness, demand, and sales enablement.
- Owned and evolved a full-stack marketing organization including customer journey, demand generation, lead management, sales enablement, content, influencer and partner marketing, and internal communications.
- Identified and implemented software platforms and business processes to create a comprehensive structure.
- Led marketing strategy for high growth business segments including cybersecurity.
- Served on Americas leadership team creating cross country, cross market, and cross divisional strategy representing 2,200 employees.

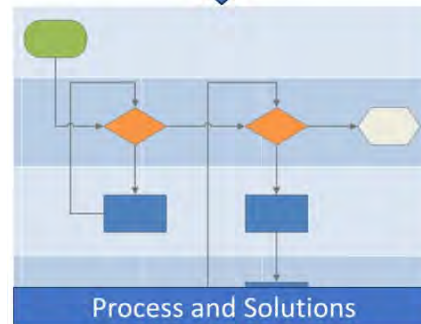
# TUV Change Management



Strategy and change management through transformation of Americas teams focusing on business growth, end to end customer life cycle, alignment with business segments, mergers and acquisitions, and alignment with markets to drive business opportunities, awareness, demand, and sales enablement.



1. Redefined 14 initial roles and responsibilities.
2. Restructured Americas Marketing and Communications team into two specialty areas.
  - Vertical marketing managers for each division and/or country
  - Functional services including digital, events, graphic design lead routing, market research, public relations and communications, and reporting.



1. Defined and mapped processes utilized including people, tools, resources, turnaround time, and KPI's.
2. Identified and implemented software platforms to improve demand generation, reduction of sales cycle, and improved market intelligence.
  - Cision Cloud
  - GaggleAMP
  - ZoomInfo
3. Identified and implemented process optimization.



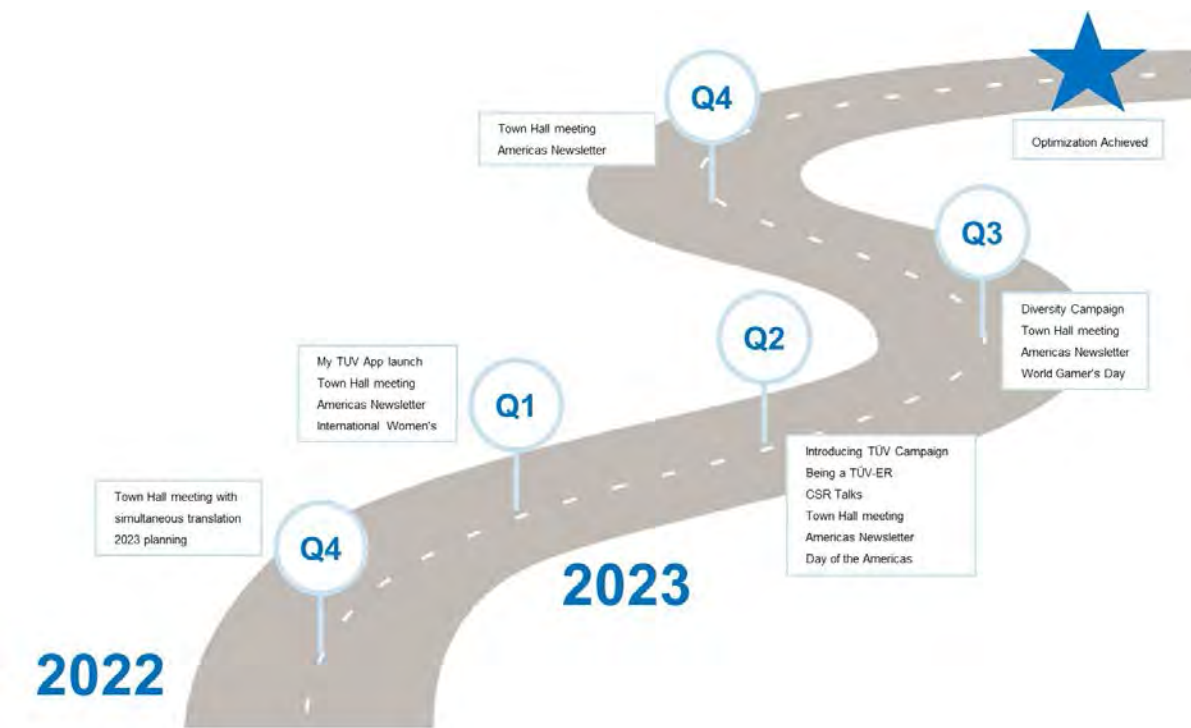
- Developed and implemented an end-to-end view.
- Defined and implemented new dashboards
- Eloqua to Salesforce to PowerBI



- Owned and evolved a full-stack marketing organization including customer journey, demand generation, lead management, sales enablement, content, influencer and partner marketing, and internal communications.
- Implement strategy, process, tools, and tactics across five divisions on two continents.
- Led collection, communications, review, and assessment of results across leadership and teams in the region, across global structures, and within corporate.
- Managing and mentoring cross functional teams and employees
- Developing growth opportunities
- Creating balance among teams and individuals

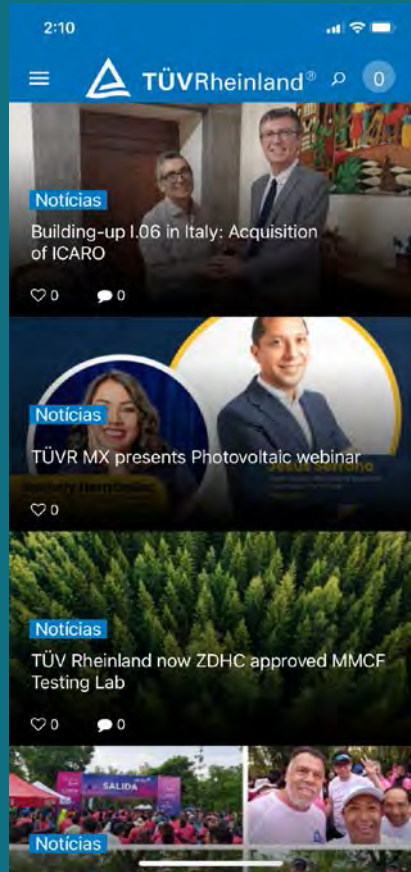
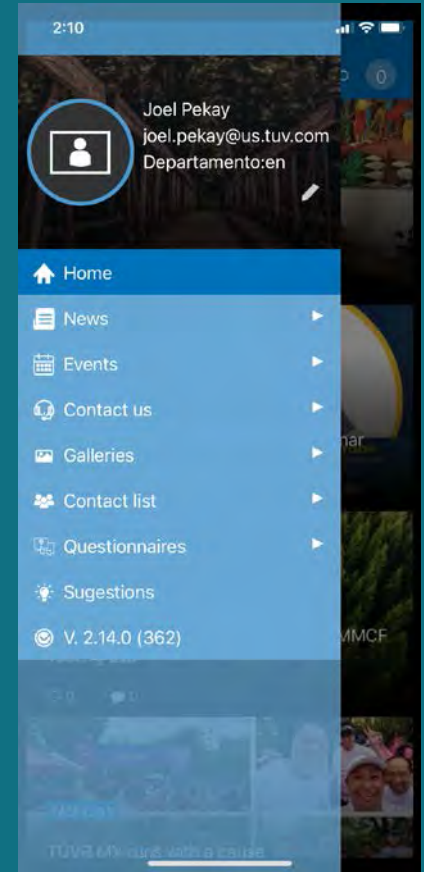
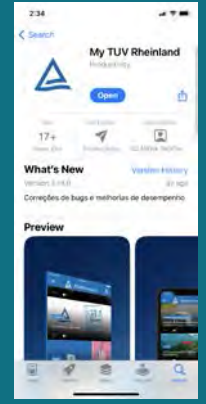


# TUV Communications

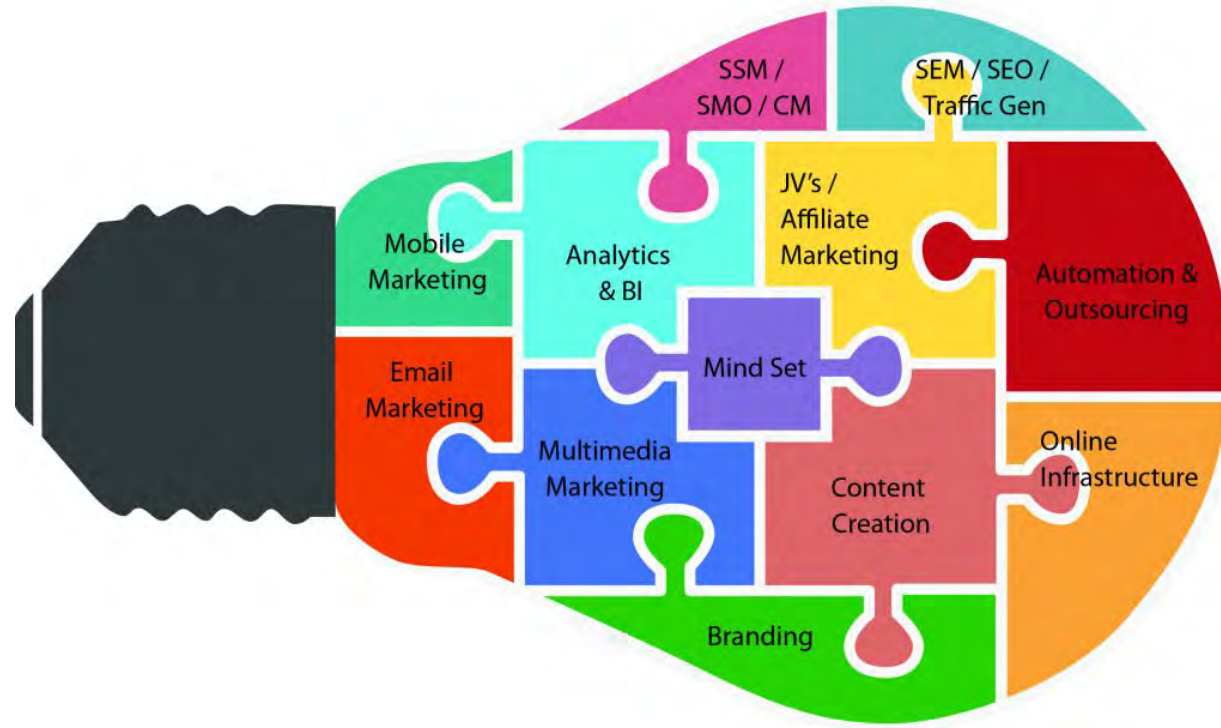


Increased press release distribution by 120% and media pickups by 300% in the very first year.

## MyTUV App



# TUV Marketing Infrastructure



Marketing infrastructure is the systems and processes businesses use to constantly bring in new leads, follow up with, nurture, and convert prospects into customers.

It's the foundation on which marketing is built.

## Platforms Implemented:

- Cision Communications Cloud
  - Cision Connect
  - Cision Monitoring
  - Global Media Database
- GaggleAMP
- PR Newswire
- ZoomInfo

## Platforms Managed:

- Eloqua
- Falcon
- Hubspot
- Microsoft PowerBI
- Salesforce
- Teamwork
- Zoom



# Former Employers





# Leadership

- Leadership – I am an enterprising and customer focused leader with a natural ability to build new business and forge loyalty with clients, vendors, and business partners. My motivational management style leads to successful implementation of building, guiding, and retaining high-performance teams to develop and implement strategies for accelerated growth.
- Strategist – I offer thought leadership, strategic advice, insights for market differentiation, competitive advantage, and go-to-market strategies using best-in-class tools and processes. I also has extensive experience in fast-paced highly competitive industries.
- Business Development – I identify and capitalize on emerging market trends to propel an organization to the top tier of its industry. I drive market enthusiasm through lead generation, advertising, communications, seminars, trade shows, industry events, public relations, public speaking, online marketing, social media, and SEO.

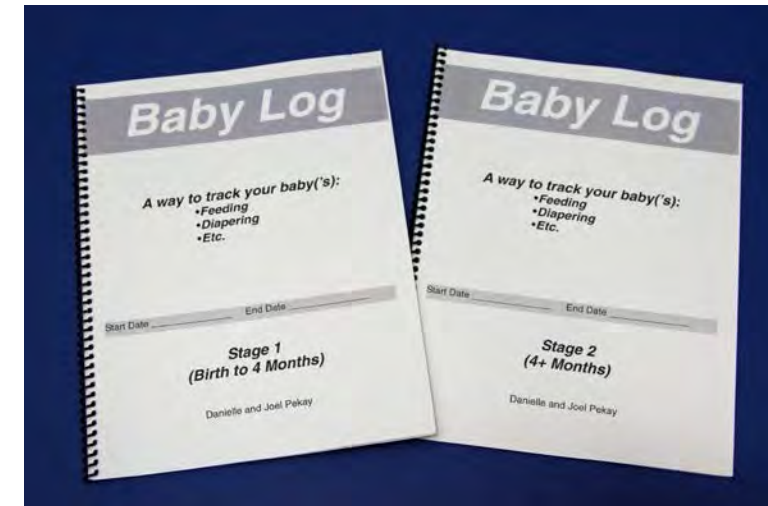
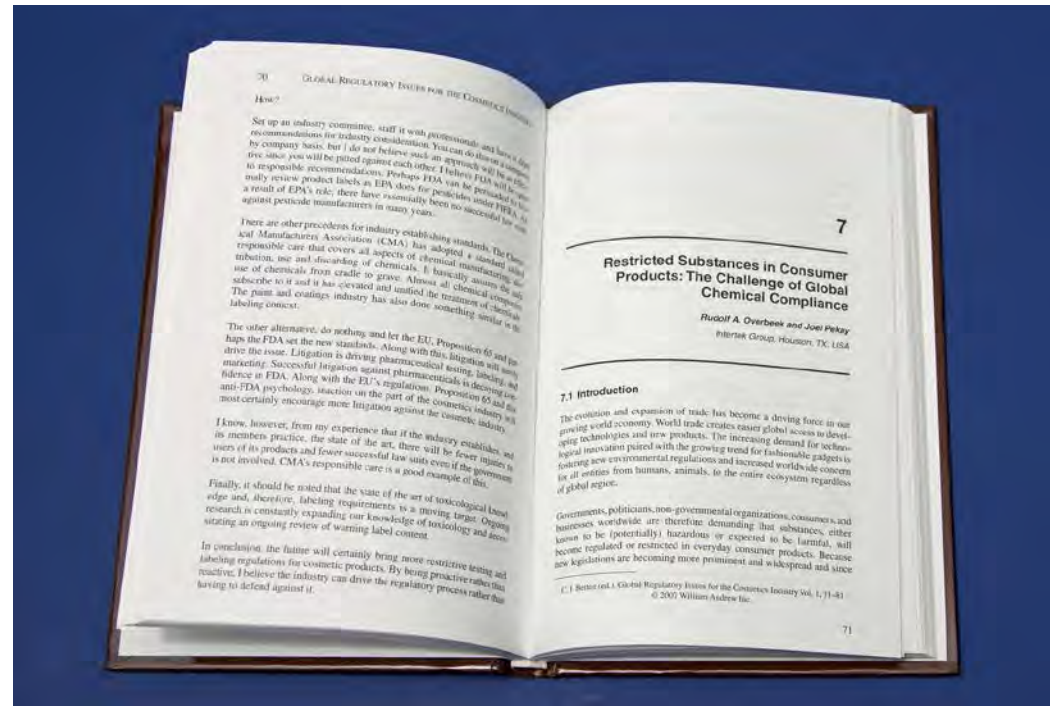
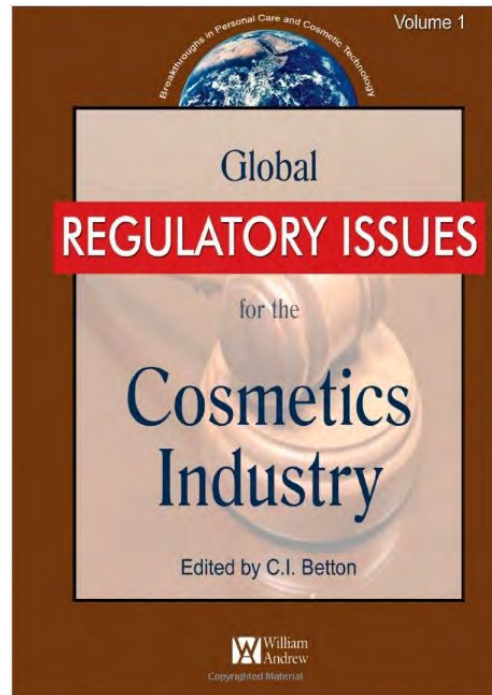




# Patent

Device for the destruction of data media

# Publications





# Education

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**Drake University, Des Moines, IA**

Bachelor of Science in Business  
Administration - Major in Marketing



# Recommendations

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“I highly recommend Joel Pekay as an exceptional leader and effective communicator. At TUV Rheinland, he always demonstrated strategic skills and a deep understanding of the business. He is passionate, dedicated, and encourage professional growth in a collaborative environment. His innovative vision and adaptability to change makes him stand out as an inspiring leader.”

“He is a leader with a clear vision and innovative mindset. Undoubtedly, he is an inspiration to those fortunate enough to work under his supervision.”

“I am grateful for the opportunity to have learned and grown professionally under his leadership.”

– Grecia Penaloza, TUV Rheinland, Mexico



“Joel is a fantastic Manager! He always makes time for his reports, provides constructive feedback, and is first to give credit where credit is due. I learned a lot about marketing strategy and development under his direction, and feel his positive attitude and energy would be valued in any company.”

– Tracy Veale, Intertek, Canada



“Joel is a very skilled sales and marketing executive with a strong business orientation. He understands very well how to engage customers and business partners to provide the solutions and close deals as a whole.”

“Joel was a supportive colleague and manager. He has the ability to see right through issues and get to the essence of problems/challenges and their solutions. He maintains strong customer relations and contacts. I would definitely recommend Joel for any role is Marketing or Business Development.”

– Sunil Dhar, TUV Rheinland, United States



# Marketing and Sales Expertise

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- Marketing

- Branding
- Market assessment
- Market research
- Market segmentation
- Strategic positioning
- Go-to-market strategy
- Marketing strategy
- Target marketing
- Digital transformation
- Program management



- Sales

- Customer acquisition
- Customer experience
- Customer insights and analytics
- Customer outreach
- Customer retention and loyalty
- Sales enablement and performance
- Sales strategy
- Sales representation



# Contact Information

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