

Success Story – TUV Rheinland
Joel Pekay 2023

Are you asking yourself, your leadership, or your board of directors how you can grow marketing qualified leads by double digits? How can you increase revenue? How can you build and ensure employee happiness and satisfaction?

I am an 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. I specialize in the ability to create new revenue streams, create competitive advantages, and forge loyalty with clients and business partners. I build winning teams driving transformation and growth.

In my role with TUV Rheinland, I was 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
- 7% increase in annual revenues in 2022
- Projected to increase MQL by another 23% in 2023
- Projected increase in annual revenues in 2023 of 6%-8%

Finally, I served on Americas leadership team creating cross country, cross market, and cross divisional strategy representing 2,200 employees in North and South America.

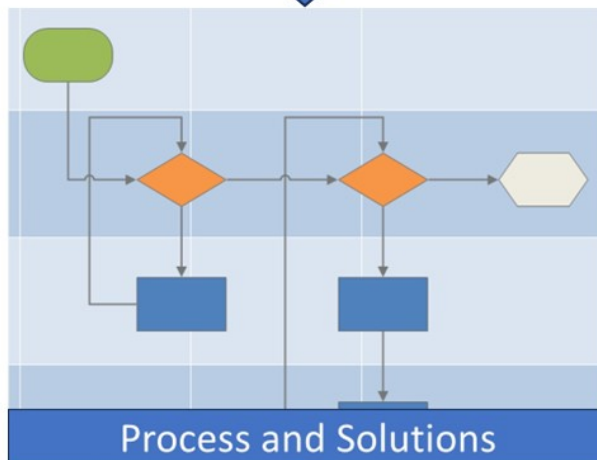
What process did I utilize to build, implement, manage, and drive this success?



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.



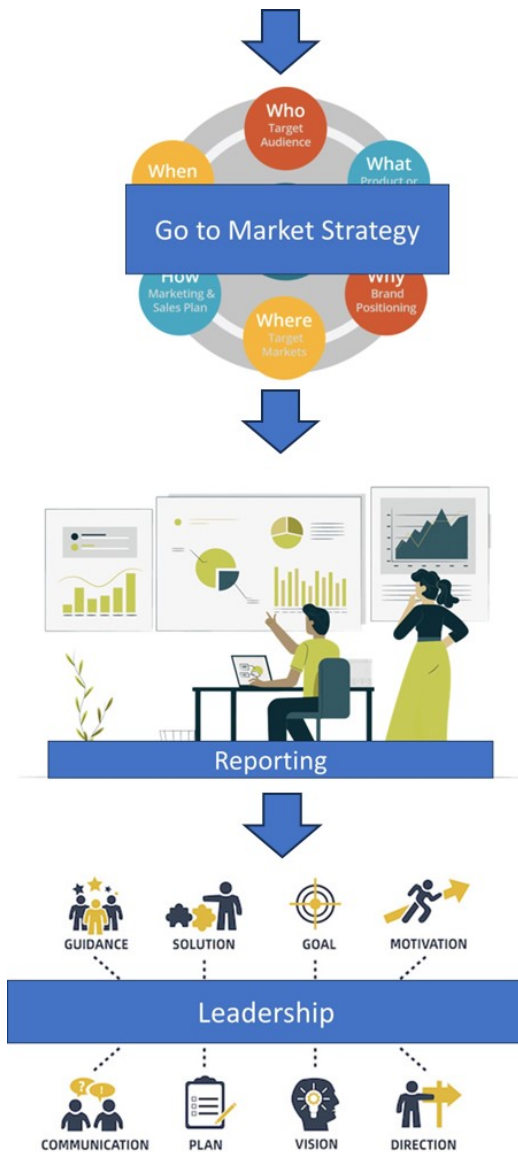
1. Redefined 14 initial roles and responsibilities.
2. Restructured Americas Marketing and Communications team into two specialty areas.
 - Vertical marketing managers for each division and/or country
 - Functional services including digital, events, graphic design lead routing, market research, public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