

Joel E Pekay

Marketing, Revenue, & Growth Executive

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Professional Summary

Executive leader with 20+ years of experience helping global B2B service and technology organizations accelerate revenue growth, expand markets, and strengthen customer acquisition across manufacturing, retail, consumer products, industrial, and technology sectors. Proven track record leading marketing, sales, business development, and customer success organizations generating hundreds of millions in revenue. Scaled businesses from startup through enterprise environments while building high-performing global teams. Selected career achievements:

- 15% revenue growth to \$151M at TUV Rheinland
- 54% increase in MQLs over two years at TUV Rheinland
- Led marketing for a \$281M Intertek division
- Built a \$50M ARR portfolio from scratch at Intertek
- Led teams of 30+ direct and 200+ indirect professionals globally

Core Competencies

Strategy: Go-to-Market Strategy | Revenue Growth | Market Expansion | Brand Positioning | Competitive Intelligence

Revenue Leadership: Revenue Operations (RevOps) | Customer Acquisition | Customer Retention | Commercial Excellence | Revenue Enablement

Commercial Leadership: Business Development | Strategic Partnerships | Channel Development | New Market Entry | Customer Success

Demand Generation: Account-Based Marketing (ABM) | Lead Generation | MQL/SQL Optimization | Digital Marketing | SEO/SEM | Paid Media

Marketing Operations: Marketing Automation | Pipeline Management | Customer Lifecycle | Sales Enablement | Content Marketing | Product Marketing

Leadership: P&L Responsibility | Cross-Functional Team Leadership | Organizational Transformation | Change Management | M&A Integration

Industries Served: B2B Services | SaaS | Testing, Inspection & Certification | Regulatory Compliance | Manufacturing | Retail | Consumer Products | Supply Chain | Electrical & Electronics | Telecommunications | Technology

Technology: ZoomInfo | Microsoft PowerBI | Cision Cloud | GaggleAMP | CRM Platforms | HubSpot | Marketing Analytics | AI/ML Tools

Professional Experience

Vice President of Marketing and Sales

2023 - Present

Simplata Solutions

SaaS company that simplifies complex regulatory compliance processes through automation and real-time monitoring, and intuitive dashboards.

- Generated 9,000+ leads and 381,000+ marketing engagements through integrated demand generation initiatives.
- Launched AI-powered regulatory intelligence capabilities that expanded market differentiation and accelerated customer acquisition.
- Built and led cross-functional sales, marketing, and customer success operations to accelerate customer acquisition and scale a SaaS compliance platform.
- Directed revenue operations, customer retention, commercial strategy, and digital transformation initiatives.

VP of Marketing & Communications | Regional Marketing Officer, Americas

2021 - 2023

TUV Rheinland

Global testing, inspection, and certification company with 20,600+ employees and ~\$2B annual revenue.

- Drove 15% annual revenue increase to \$151M by growing Marketing Qualified Leads (MQL) 31.31% in 2022 and an additional 23% in 2023.
- Led a team of 23 marketing professionals spanning demand generation, lead management, content, sales enablement, and partner marketing.
- Executed full-stack marketing transformation across the Americas aligning business segments, managing M&A integration, and optimizing the end-to-end customer lifecycle.
- Implemented martech stack including ZoomInfo, Cision Cloud, GaggleAMP, and Microsoft PowerBI to support pipeline management and marketing analytics.
- Served on the Americas leadership team setting cross-country, cross-market strategy representing 2,200 employees.

Vice President of Marketing and Business Development

2016 - 2021

Scuderia Partners

B2B outsourced fractional marketing and sales firm specializing in North American market entry strategy.

- Served as Fractional CMO and CSO, leading go-to-market strategy, brand positioning, demand generation, and sales enablement for foreign businesses entering North America.
- Generated \$4.1M in annual recurring revenue by developing and winning SaaS opportunities with clients including Disney, Walmart, Walgreens Boots Alliance, Wayfair, and RH.
- SaaS clients included Agiboo, Decernis, iCW, iRely, LeadsOnline, and TrustClarity; service clients included HQTS and Fuji Robotics.

Vice President

2014 - 2016

DEKRA North America

Global testing, inspection, certification, and consulting services provider supporting automotive, industrial, consumer, and technology markets.

- Recruited by CEO to build the North American Product division from the ground up as a sole contributor, developing brand, go-to-market strategy, and generating \$2.5M in initial annual revenue.
- Led North American business development, sales, marketing, operations, and customer success across consumer goods, electronics, industrial, medical devices, wireless, and automotive sectors.
- Managed corporate partnerships with the International Motor Sports Association (IMSA) and led North American Formula One activities.

Global Marketing and Sales Director

2006 - 2014

Intertek

Global assurance, testing, inspection, certification, and advisory services provider serving businesses across consumer goods, industrial, chemical, pharmaceutical, and technology markets.

- Built and led a global organization of 200+ professionals generating \$50M in annual revenue through organic growth, acquisitions, and portfolio expansion.
- Took on additional P&L responsibility for North American marketing of the Chemicals and Pharmaceuticals Division managing \$280M in annual revenues.
- Generated 1,074,377 unique annual web visitors (27% YoY increase) and 40M+ Google Ad impressions driving 210,000+ website visits (51% YoY increase).
- Managed 75+ annual conferences, events, webinars, and trade shows and executed 100+ direct email campaigns reaching 158,000+ prospects (27% YoY increase).

Global Marketing Manager

2005 - 2006

Underwriters Laboratories Inc.

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

- Created and implemented a restricted substances global marketing strategy for a business unit projected to generate \$100M+ within five years in a \$3B market - the largest growth initiative in company history.
- Developed and managed global partnerships with third-party laboratories and consulting businesses to support a startup division within a global organization.

Board and Advisory Experience

North American Business Advisor

2019 - 2025

International Compliance Workshop

SaaS-based supply chain platform helping retailers and ecommerce sellers comply with regulations and market requirements.

- Generated \$6.75M in annual revenue
- Secured a Walmart partnership valued at \$2.7M in annual revenue, delivering \$19M in operational cost savings per year.
- Developed NBC Universal opportunity valued at \$960,000 per year and established partnerships with Petmate, RH, and others.

Advisory Board

2021 - 2022

Compliance Testing, LLC

North American electronic regulatory product-testing company.

- Provided marketing strategy, sales strategy, and go-to-market direction to executive leadership to accelerate revenue growth.

Education

Drake University, Des Moines, IA

Bachelor of Science in Business Administration, Major in Marketing