

JOEL E PEKAY

GLOBAL B2B MARKETING, REVENUE & GROWTH EXECUTIVE

ACCELERATING GROWTH • EXPANDING MARKETS • BUILDING REVENUE ENGINES



DRIVE GROWTH



BUILD TEAMS



EXPAND MARKETS



DELIVER RESULTS

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EXECUTIVE PORTFOLIO

STRATEGY. LEADERSHIP. IMPACT.

Executive Overview

- 20+ years helping global B2B service and technology organizations accelerate growth
- Build scalable revenue engines and modernize go-to-market capabilities
- Transform marketing organizations and strengthen customer acquisition
- Lead high-performing global teams
- Deliver measurable revenue impact through modern marketing, go-to-market transformation, and commercial leadership.

Scaling Impact. Driving Growth.

Data-driven marketing and GTM transformations that accelerate sustainable business outcomes.



REVENUE GROWTH

15%

Year-over-Year



MQL GROWTH

54%

Year-over-Year



ARR

\$50M

Annual Recurring Revenue



BUSINESS SCOPE

\$281M

Total Addressable Scope



TEAM SIZE

200+

Talented Team Members



DATA-DRIVEN
Insights that drive smarter decisions



STRATEGIC
Go-to-market strategies that accelerate growth



OPERATIONAL EXCELLENCE
Precision execution that scales impact



COLLABORATIVE LEADERSHIP
Empowering teams. Delivering results.

TRANSFORMING MARKETING INTO A GROWTH ENGINE.

Selected Career Achievements

- TÜV Rheinland - Revenue +15%, MQL +54%
- Intertek - Built \$50M portfolio and led marketing for a \$281M business
- DEKRA - Built North American division
- Simplata Solutions - 9,000+ leads and AI differentiation
- Scuderia Partners - \$4.1M ARR



Case Study: Marketing Transformation at TÜV Rheinland



- Unified Americas marketing organization
- Implemented martech and customer lifecycle processes
- Results: +15% revenue, +54% MQL, +120% PR distribution, +300% media pickup





Markets and Industries Served

- B2B Services
- SaaS
- TIC
- Manufacturing
- Retail
- Consumer Products
- Technology
- Telecommunications
- Supply Chain
- Regulatory Compliance

Leadership Philosophy

- Align commercial strategy and customer experience
- Build high-performing teams and scalable growth systems
- Translate strategy into measurable business outcomes



Professional Testimonials



“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.” Mariana Taborda, TUV Rheinland, Brazil



“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



“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. Grecia Penaloza, TUV Rheinland, Mexico

What I Help Organizations Achieve

- Build Revenue Engines
- Deliver Measurable Revenue Impact
- Transform Marketing Organizations
- Accelerate Customer Acquisition
- Modernize Go-To-Market
- Strengthen Brand Position
- Scale Teams



Contact Information

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*Helping organizations accelerate growth through modern marketing,
commercial alignment, and scalable revenue engines.*

