



JOEL E PEKAY

BUILDING COMMERCIAL ORGANIZATIONS THAT ACCELERATE GROWTH

COMMERCIAL GROWTH • GO-TO-MARKET TRANSFORMATION • REVENUE LEADERSHIP



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EXECUTIVE LEADERSHIP PORTFOLIO

STRATEGY. LEADERSHIP. IMPACT.

Executive Overview

Executive growth leader with 20+ years building commercial organizations across SaaS, technology, and global B2B services.

- Build commercial organizations that align marketing, sales, business development, and customer success
- Commercialize new offerings and enter new markets
- Transform marketing into a measurable revenue engine
- Lead organizational change and high-performing global teams
- Deliver measurable business outcomes through strategy and execution

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.

Executive Approach

Build. Transform. Scale. Deliver Sustainable Growth.



Selected Career Achievements



Company	Executive Impact
TUV Rheinland	Transformed the Americas marketing organization, increasing revenue 15% to \$151M and MQLs 54%.
Intertek	Built a \$50M ARR regulatory business and led marketing for a \$281M global division.
Simplata Solutions	Commercialized an AI-powered regulatory intelligence SaaS platform, generating 9,000+ leads and accelerating market adoption.
Scuderia Partners	Led commercialization strategy and M&A initiatives, helping grow the business to \$4.1M ARR.
DEKRA	Built commercial marketing capabilities that strengthened market presence and business growth across North America.

Commercial Growth Transformation

TÜV RHEINLAND AMERICAS

Transformed the Americas marketing organization from a traditional communications function into a **data-driven commercial growth engine** aligned with sales and executive leadership.



COMMERCIAL CHALLENGE



Modernize a traditional marketing organization



Align marketing with sales and executive leadership



Transform marketing into a measurable commercial growth function



Increase commercial accountability and performance visibility



Strengthen customer engagement and brand visibility



STRATEGIC ACTIONS



Reorganized the Americas marketing organization



Implemented demand generation programs, KPIs, and analytics



Implemented marketing technology and customer lifecycle processes



Strengthened executive alignment and sales collaboration



Expanded thought leadership and customer engagement



BUSINESS OUTCOMES

+15%

REVENUE GROWTH

Revenue grew to \$151M

+54%

MARKETING QUALIFIED LEADS

Increase in MQLs

+455.8%

SALES QUOTE VALUE

Increase in sales quote value

+120%

PR DISTRIBUTION

Increase in PR distribution

+300%

MEDIA PICKUP

Increase in media pickup



MARKETING TRANSFORMED INTO A MEASURABLE COMMERCIAL GROWTH ENGINE



This transformation created a foundation for **scalable growth**, **stronger customer relationships**, and a **high-performing**, aligned commercial organization.



**DATA-DRIVEN
DECISIONS**



**STRONGER
ALIGNMENT**



**IMPROVED
ACCOUNTABILITY**



**MEASURABLE
RESULTS**



Industries & Markets Served

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

Leadership Philosophy

- Build unified commercial organizations
- Align marketing, sales, product, and customer success
- Lead through accountability, coaching, and measurable outcomes
- Embrace change and continuous improvement
- Simplify complexity
- Build organizations that scale



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, Public Relations & Corporate Communications Manager, Americas, 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, Director, Global Marketing & Communications, Intertek, Canada



“Joel's industry experience and network were tremendously beneficial, helping expose our business to a significant client network.”

- Gary Lam, CEO & Co-Founder, iCW, Hong Kong



“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, Go-to-Market Manager – Americas, TUV Rheinland, Mexico

What I Help Organizations Achieve

- Accelerate Growth
- Build Commercial Organizations
- Commercialize New Offerings
- Modernize Go-to-Market
- Transform Marketing into a Revenue Engine
- Strengthen Customer Acquisition
- Scale Teams
- Deliver Measurable Business Outcomes



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*Building commercial organizations that accelerate sustainable growth
through strategy, alignment, and execution.*

