

Joel E Pekay

Global B2B Marketing & Growth Executive

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Professional Summary

Global B2B marketing executive with 20+ years of experience accelerating revenue, expanding markets, strengthening customer acquisition, and transforming brands for service and technology organizations. Proven track record building integrated marketing organizations that drive demand generation, product commercialization, customer engagement, and measurable revenue impact across startup, growth-stage, and enterprise environments. Brings deep commercial experience across sales, business development, customer success, and revenue operations, providing an end-to-end understanding of how marketing translates into revenue. 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 the marketing and growth engine supporting a \$50M Intertek business portfolio
- Led teams of 30+ direct and 200+ indirect professionals globally

Core Competencies

Strategy: Go-to-Market Strategy | Growth Strategy | Market Expansion | Product Marketing | Product Launches

Growth Marketing: Integrated Marketing | Demand Generation | Account-Based Marketing (ABM) | Lead Generation | Customer Acquisition | Customer Lifecycle Marketing

Digital Marketing: Digital Marketing | SEO/SEM | Paid Media | Marketing Automation | Marketing Analytics

Marketing Operations: Revenue Operations (RevOps) | Pipeline Management | Customer Journey Optimization | Sales Enablement | Marketing Technology (MarTech) | Customer Experience (CX)

Brand Leadership: Brand Strategy | Brand Positioning | Brand Development | Corporate Communications | Thought Leadership | Public Relations

Leadership: Global Team Leadership | Organizational Transformation | Change Management | M&A Strategy & Integration | Cross-Functional Leadership

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

Professional Experience

Vice President of Marketing and Sales

2023 - Present

Simplata Solutions

SaaS company that simplifies complex regulatory compliance processes through automation, 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 launched the Simplata brand from the ground up, leading brand strategy, positioning, messaging, visual identity, digital presence, product marketing, and go-to-market execution.
- Directed marketing operations, revenue operations, customer lifecycle, and go-to-market strategy, aligning marketing and sales across the funnel to strengthen pipeline performance, conversion, retention, and scalable growth.

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 growth to \$151M by increasing Marketing Qualified Leads (MQLs) 54% over two years through enhanced demand generation and commercial alignment initiatives.
- Led a team of 23 marketing professionals spanning demand generation, lead management, content, sales enablement, and partner marketing.
- Executed full-stack marketing and brand 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, GagglyAMP, 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, advising B2B technology and services companies on growth strategy, GTM transformation, market expansion, demand generation, and transaction readiness.
- Generated \$4.1M in ARR by winning SaaS opportunities with major enterprises including Disney, Walmart, Walgreens Boots Alliance, Wayfair, and RH.
- Advised on PE/M&A initiatives, supporting Decernis through due diligence for a proposed \$12M - \$15M transaction and developing a strategic UL carve-out with Baird involving 15 PE firms and \$100M - \$300M in potential funding.

Vice President, Products Division

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 marketing, market development, brand expansion, and go-to-market initiatives across consumer goods, electronics, industrial, medical device, 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 delivering integrated marketing programs spanning digital marketing, demand generation, communications, events, and customer engagement supporting a \$50M business portfolio.
- Took on expanded commercial responsibility while leading North American marketing for the Chemicals and Pharmaceuticals Division, representing \$281M in annual revenue.
- 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).
- Led global brand, demand generation, and customer engagement initiatives supporting business growth across consumer products, chemicals, pharmaceuticals, and technology markets.

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 executive leadership with strategic guidance on marketing, go-to-market strategy, and commercial growth initiatives to accelerate business performance.

Education

Drake University, Des Moines, IA

Bachelor of Science in Business Administration, Major in Marketing