



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

Align marketing, sales, business development, and customer success for unified growth.



COMMERCIALIZE NEW OFFERINGS

Bring innovative solutions to market and create value in new and existing markets.



TRANSFORM MARKETING INTO A REVENUE ENGINE

Drive demand, generate pipeline, and deliver measurable marketing impact.



LEAD ORGANIZATIONAL CHANGE & HIGH-PERFORMING TEAMS

Inspire teams, foster accountability, and build a culture of performance.

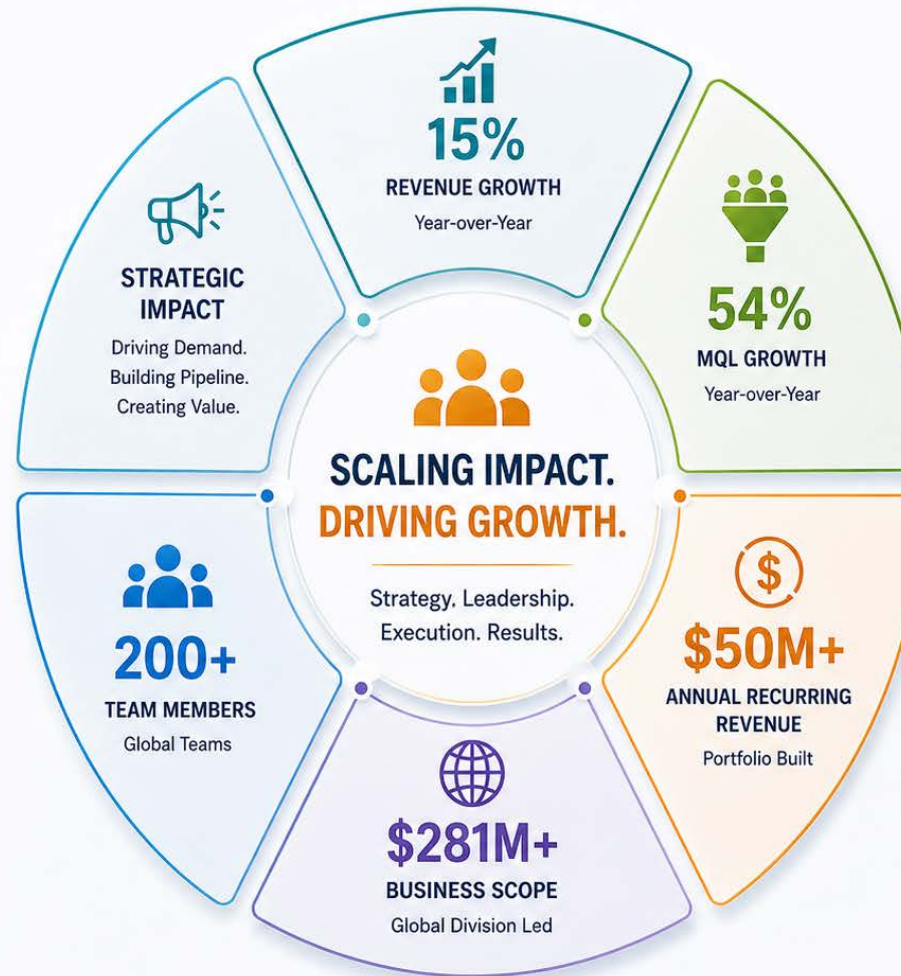


DELIVER MEASURABLE BUSINESS OUTCOMES

Execute with discipline to achieve sustainable growth and long-term results.



BUILDING COMMERCIAL ORGANIZATIONS THAT
ACCELERATE SUSTAINABLE GROWTH.



Executive Approach

Build. Transform. Scale. Deliver Sustainable Growth.



Selected Career Achievements

A TRACK RECORD OF BUILDING, TRANSFORMING, AND SCALING
COMMERCIAL ORGANIZATIONS THAT DELIVER MEASURABLE RESULTS.

COMPANY	EXECUTIVE IMPACT
 SIMPLATA SOLUTIONS	 Commercialized an AI-powered regulatory intelligence SaaS platform, generating 9,000+ leads and accelerating market adoption.
 TÜV Rheinland® Precisely Right.	 Transformed the Americas marketing organization, increasing revenue 15% to \$151M and MQLs 54% .
 intertek Total Quality. Assured.	 Built a \$50M ARR regulatory business and led marketing for a \$281M global division.
 Scuderia Partners	 Led commercialization strategy and M&A initiatives, helping grow the business to \$4.1M ARR .
 DEKRA On the safe side.	 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**

Business Building & Commercial Scale

intertek

Total Quality. Assured.

**BUILT A REGULATORY BUSINESS
FROM EMERGING CAPABILITY TO
\$50M ARR**



COMMERCIAL CHALLENGE



Build an emerging regulatory business

Establish a commercial foundation for a new area of growth



Expand regulatory and compliance offerings

Commercialize new services to meet market demand



Establish market leadership

Increase brand awareness and differentiate in a competitive market



Generate scalable customer acquisition

Create a demand engine that drives qualified pipeline



Scale capabilities through organic growth and M&A

Integrate acquired capabilities and expand team and reach



STRATEGIC ACTIONS



Build commercial organization and go-to-market strategy

Established structure, roles, and processes to drive growth



Commercialized new services and solutions

Developed offerings that addressed evolving regulatory needs



Expanded into new markets and geographies

Executed targeted market entry and partnership strategies



Build integrated digital, event, and demand engine

Aligned marketing, sales, and digital to generate measurable pipeline



Integrated acquisitions and scaled the organization

Unified teams, capabilities, and systems to accelerate growth



BUSINESS OUTCOMES



\$50M ARR

Built and scaled a \$50M regulatory business



3 → 200+

Scaled team from 3 to 200+ employees globally



\$281M

Led marketing for a \$281M global division



1.07M

Generated 1.07M annual web visitors



210K+

210K+ visitors from 40M ad impressions annually



Built a commercial engine. Expanded markets. Scaled capabilities.
Delivered \$50M ARR and 200+ team members.

Industries and Markets Served



DEEP EXPERIENCE. BROAD PERSPECTIVE. MEASURABLE IMPACT.

Leadership Philosophy

A PEOPLE-FIRST LEADERSHIP
APPROACH THAT BUILDS
HIGH-PERFORMING TEAMS
AND SCALABLE ORGANIZATIONS.

BUILD ORGANIZATIONS THAT SCALE

Design repeatable processes,
develop talent, and build
capacity for sustainable growth.

SIMPLIFY COMPLEXITY

Focus on what matters most.
Make clear decisions.
Drive effective execution.

BUILD ORGANIZATIONS THAT SCALE

Strategy. People.
Execution. Results.

BUILD UNIFIED COMMERCIAL ORGANIZATIONS

Create structure, clarity, and alignment
across all go-to-market functions.

ALIGN MARKETING, SALES, PRODUCT, AND CUSTOMER SUCCESS

Break down silos and drive
seamless collaboration that
delivers customer value.

LEAD THROUGH ACCOUNTABILITY, COACHING, AND MEASURABLE OUTCOMES

Empower teams, set high
standards, and drive
performance.

EMBRACE CHANGE AND CONTINUOUS IMPROVEMENT

Stay agile, adapt quickly, and
constantly raise the bar.



ALIGN PEOPLE

Unite teams around
a common purpose.



CREATE ACCOUNTABILITY

Set expectations.
Deliver results.



ENABLE GROWTH

Build capability.
Drive impact.



DELIVER VALUE

Generate 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, 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



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

