

Harun Atalay

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Enterprise sales leader with 8+ years closing complex, strategic deals into Global 2000 accounts — HSBC, Pearson, Schneider Electric, IKEA, Kraken. Self-sourced HSBC from pilot to \$3M+ ARR across 50+ stakeholders in 24 months — on track to \$8M in FY26. 0% churn across 14M+ TCV. 2x President's Club, FY25 Global Rep of the Year. Combines deep technical credibility (ex-Salesforce Solution Engineering) with consultative value selling and a track record of shaping product strategy from the field. Proven at building new markets and selling transformational technology into complex enterprises across EMEA. Now focused on agentic enterprise AI in EMEA.

EXPERIENCE

Pendo.io — London, UK

Regional Vice President, EMEA Enterprise

August 2025 – Present

- Lead EMEA enterprise sales team of 6; **105% Q3 quota**; Q4 93% of quota / **103% of day-1 forecast** including largest EMEA land deal in company history
- Led the team to net-new enterprise logo wins at **IKEA, Kraken, The Access Group, and BAT**; expanding HSBC from **\$3M → \$8M ARR** in flight
- Ramped an inherited rep to first £100K deal; hired one seller currently beating ramp targets

Senior Enterprise AE / Strategic AE

January 2023 – July 2025

- **250%+ quota in FY25** — Rep of the Year, President's Club, closed the largest deal in Pendo history (150%+ margin over next largest)
- **200%+ quota in FY24** — President's Club; \$800K+ sold on ramping annual quota
- **Self-sourced HSBC** and grew the account from \$50K pilot to **\$3M+ ARR in 24 months**. Supporting 40+ use cases across 30+ MD relationships globally
- Self-sourced **\$1M+ deal with Schneider Electric** — influenced RFP process to rip & replace an incumbent while adding new use cases across both front-office and customer facing use cases
- Influenced product roadmap to win in regulated enterprise: enterprise roles & permissioning, Portfolio view, and dedicated GCP instance became central to competitive wins
- 60% H1 quota in FY26 before mid-year promotion to RVP

SKILLS

MEDDPICC

Command of the Message

Enterprise AI / Agentic GTM

O→1 Market Entry

Cloud Partnerships (AWS, GCP, Azure)

Product-Led GTM

EDUCATION

Cambridge Judge Business School

General Management — Certificate of Achievement
2021 – 2023

University of Sydney

B.Eng Aerospace + B.A. Philosophy
2010 – 2013

AWARDS

Rep of the Year

Pendo · FY25

President's Club

Pendo · FY24 & FY25

Pendo Essentials Certified

- 0% churn; 5+ strategic customers across retail, energy, and media; 14M+ TCV including 3M+ with GCP

Senior Product Overlay Manager

August 2021 – January 2023

- Built EMEA go-to-market for Pendo's newest product from zero — developed positioning, messaging, and sales motion as Product Specialist; **beat quota in FY23**
- Created **5x pipeline coverage two years running**; refined ICP and built Command of the Message playbook with cross-functional team
- Presented at Pendomonium EMEA, generating **\$1M+ pipeline** two consecutive years

Salesforce (Datorama) — London, UK

Lead Solution Engineer, Marketing Analytics

April 2018 – August 2021

- Led UKI Marketing Intelligence Solution Engineering team — **#1 in ACV, close rate, and customer engagements** for 2 consecutive years
- Led strategic engagement with a Tier 1 global bank's C-Suite, closing a **7-figure ACV deal** — the largest Datorama deal outside AMER
- Grew ACV **50%+ YoY for 3 years**; closed across every vertical with focus on **financial services**, media & retail
- 0% attrition across all deals; supported complex deployments across AWS, GCP & Azure
- Designed client-facing POC for a new integration — adopted by product, unblocked an **8-figure multi-year deal**

Senior Portfolio Success Manager

November 2017 – April 2018

- Managed client portfolio representing **40% of all UK ACV**

Earlier Career

Digital Strategist — Alley, Sydney

2016 – 2017

- Cross-channel digital acquisition; **Highly Commended — Data-Driven Campaign of the Year** (BET Awards)

Digital & E-Commerce Specialist — Sunglass Hut, Sydney

2013 – 2016

2023

Datorama Admin Cert. III

Salesforce · 2018

Data-Driven Campaign of the Year

BET Awards · 2016 (Highly Commended)

Premier's Award — All-Round Excellence

NSW HSC · 2009

LANGUAGES

English, Turkish