

Harun Atalay

Enterprise sales leader with 8+ years closing complex, strategic deals in regulated industries. Self-sourced and grew a global banking account from pilot to \$3M+ ARR across 50+ stakeholders — 0% churn. 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: took a product line from zero to quota-beating performance across 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
- Ramped an inherited rep to first £100K deal; hired one new seller currently hitting ramp targets

Senior Enterprise AE / Strategic AE

November 2023 – July 2025

- Self-sourced a Tier 1 bank through a product-leader dinner, then grew the account from \$50K pilot to \$3M+ ARR across commercial banking — built 50+ stakeholder relationships globally across 30+ apps
- 250%+ quota in FY25 — Rep of the Year, Presidents Club, closed the largest deal in Pendo history (150%+ margin over next largest)
- Influenced product roadmap to win in regulated enterprise: enterprise roles & permissioning, Portfolio view, and dedicated GCP instance became central to competitive wins
- Beat quota in FY24 — Presidents Club; 2x non-ramped quota / 8x ramping quota
- 60% H1 quota in FY26 before mid-year promotion to RVP
- 0% churn; 5+ strategic lands; 12M+ TCv including 3M+ with GCP

Senior Enterprise AE — Adopt Overlay

January 2023 – October 2023

- Led EMEA go-to-market as overlay seller for Pendo Adopt; 110% Q1, 93% Q2, 45% Q3
- Landed 3 new Adopt logos — 1st place company-wide for new Adopt logo acquisition

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 Pedomonium 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 global C-Suite of a multinational bank, 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

CONTACT

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SKILLS

MEDDPICC

Command of the Message

Strategic Account Mgmt

Consultative Selling

Champion Building

Net New Business

Business Transformation

Cloud Partnerships (AWS, GCP, Azure)

Financial Services

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 (Dis.)

AWARDS

Rep of the Year

Pendo · 2024

Presidents Club

Pendo · 2023 & 2024

Pendo Essentials Certified

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