

Volker Ballueder

MBA, BEng (Hons)

Mentoring & Advisory Services Sales Consultancy

BALLUEDER
Partners

Volker Ballueder has a proven track record of creating high-performing sales strategies and putting together a team to carry it out. Whether you need to refine your GTM, positioning, increase your revenue or prepare your start-up for exit, he can help you reach the right customers and investors. This has been demonstrated in his advisory, NED and investor roles across the tech industry.

- 15+ years experience in senior commercial roles, building teams and scaling technology businesses
- International sales, partnerships, client services/success and operational leadership experience
- Market Positioning and GTM for start- & scale-ups across Europe, particularly UK & Germany
- 3 successful exits, ARR responsibility of £100m
- Business coaching, mentoring & training, focus on process improvement and productivity

Recent Projects and Experience

- **DMR** - Strategic Advisor on their GTM strategy, reviewing the sales approach and actively help in pitches
- **Native** - Interim CRO - streamlining their sales team, changing sales structure, increasing media revenue, integrating an agency acquisition and working on the digital transformation for their space, building a £10m ARR business
- **Semasio** - Interim Head of Sales - contextual provider: hands on market development in the UK, supervision and restructure of German based sales and client success team, increasing ARR by £0.5m (existing business >€5m ARR)
- **Silverbullet** - Interim Partnership Sales - developed partnership sales with Salesforce across Europe, becoming a SF certified partner for DMP/CDP implementation
- Variety of advisory and investor roles with the likes of **mnAI** and **aisle3**

An extensive knowledge of leadership theories and coaching, combined with hands-on experience leading large international teams, makes him a valuable asset to any tech start up.

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I hired Volker as a strategic advisor. His input regarding product and marketing proved invaluable to the company and helped us massively attract the right attention in the industry. I would happily hire him again for any role involving product positioning and go to market strategy.

Nick Ellis, CEO and Founder, Videoagnostic



Let us support you.

Selected clients:

 **rocketfuel**
Artificial intelligence. Real results.

 **semasio**

 **Silverbullet**

 **PEPSICO**



 **4C**

 **aisle**

 **mnAi**



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