

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, mentoring, and investor roles across the tech industry.

- 20 years experience in building teams and scaling technology businesses, including CRO roles
- International sales, partnerships, client success and operational leadership experience
- Market Positioning and GTM for start- & scale-ups in technology, AI and SaaS across Europe
- 3 successful exits, ARR responsibility of £100m
- Sales Coaching, mentoring & advising, focus on process improvement and productivity

Recent Projects and Experience

- **DMR** – Strategic Advisor on their GTM strategy, reviewing sales processes
- **Stribe** – Strategic Commercial Advisor, sales process review and GTM advisory.
- **Biorelate** – Sales Coaching to their executive level, process review
- **Genius Within** – Sales process review, sales coaching and GTM support
- **Millboard** – Build a GTM strategy for the German market
- **Native** – Interim CRO – streamlining their sales team, changing sales structure, increasing media revenue, building a £10m ARR business
- 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.



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.



 **dentsu**



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