

CURRICULUM VITAE

Yoss Perl

Senior EMEA Revenue Leader / Enterprise SaaS & HR-Tech

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30x

EMEA ARR GROWTH

\$65M+

REGIONAL ARR SCALED

60

PEOPLE BUILT & LED

20+

YEARS IN SAAS

PROFILE

EMEA sales leader with 20+ years scaling enterprise SaaS and HR-Tech. I build high-performing teams and repeatable revenue engines across Europe, including UKI, with extensive US-market experience.

CORE STRENGTHS

REVENUE ARCHITECTURE	GTM design, MEDDPICC, forecast discipline, pipeline governance and P&L; ownership.
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ENTERPRISE LEADERSHIP	Executive selling and complex \$200K-\$1.6M+ ACV deals.
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EUROPEAN SCALE	Market entry and local leadership across 10+ European markets.
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TEAM & CULTURE	High-performance Sales, XDR and Channel teams.
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EXPERIENCE

Country Manager & Senior Regional Sales Director

HiBob / 2020 - Present / Amsterdam

- Built EMEA GTM across seven territories, scaling from \$2M to \$65M+ ARR and delivering 30x growth in under five years.
- Built and led a 60-person Sales, XDR and Channel organisation.
- Installed MEDDPICC, Clari forecasting and pipeline governance; owned regional P&L; and Board-level growth planning.

Sales Director, EMEA

Degreed / 2018 - 2020 / Amsterdam

- Opened Benelux, Nordics and Southern Europe during the company's scale from \$10M to \$100M ARR.
- Closed \$200K-\$1.6M ARR deals and improved forecast accuracy by 40%.

EXPERIENCE, CONTINUED**Interim Chief Commercial Officer**

Design and Shoot - Global Branding / 2017 - 2018 / Amsterdam

- Advised high-growth businesses on GTM, commercial strategy and positioning.

Regional Manager

SER Solutions International / 2015 - 2017 / Amsterdam

- Opened Benelux, Nordics, UK and Italy from zero; led enterprise acquisition and partnerships.
- Won Unicredit, Philips, Luxair and Endesa.

Executive Vice President, EMEA

Top Image Systems (NASDAQ: TISA, acquired by Kofax) / 2005 - 2014 / Amsterdam

- Owned \$12M ACV and EMEA P&L, representing 30% of global revenue.
- Led commercial continuity through the Kofax acquisition.

CRM Operations Manager

SNT N.V. (KPN) - embedded at Capital One Bank / 2003 - 2005 / Amsterdam

- Led a €100M CRM transformation programme with 60 FTE.

Co-Founder & CEO

Anything.it / 2001 - 2003 / Milan

- Co-founded and scaled a digital branding agency to \$500K ARR.

EDUCATION & CREDENTIALS

Executive MBA · SDA Bocconi School of Management, Milan

Degree in Economics & Management · SDA Bocconi School of Management, Milan

MEDDPICC Masterclass · 2023

LANGUAGES & TOOLS

English and Hebrew (native) · Italian (excellent) · Spanish (good) · Dutch (conversational)

Salesforce · Clari · Gong · Outreach · Apollo · Cognism · 6sense · LinkedIn Sales Navigator · HighSpot