

EXECUTIVE PROFILE

Yoss Perl

The operator who builds
European growth engines.

\$65M+ EMEA ARR SCALED	30x ARR GROWTH	60 FTE LED	20+ YEARS IN SAAS
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Yoss Perl is an EMEA revenue leader with 20+ years scaling enterprise SaaS and HR-Tech. He combines boardroom-level strategy with hands-on commercial leadership.

CAREER DISTINCTION

At HiBob, Yoss scaled EMEA across seven territories from market entry to \$65M+ ARR in under five years. He built and led a 60-person Sales, XDR and Channel team, embedding MEDDPICC, Clari forecasting and a disciplined operating rhythm.

Previously, he led market entry at Degreed and held EMEA P&L; responsibility at Top Image Systems (NASDAQ: TISA, acquired by Kofax). His market experience spans Benelux, DACH, Nordics, France, Iberia, Italy, UKI and the US.

WHERE HE CREATES LEVERAGE

01	Build the operating system	Territory design, qualification, forecast discipline and leadership cadences that make performance repeatable.
02	Scale without losing edge	High standards, meaningful coaching and a culture where teams own their number and stay close to customers.
03	Make Europe local, at scale	Cultural fluency and local market conviction across diverse teams, buyers and business models.

“I create clarity across markets and build systems teams use every day.”

BACKGROUND

Education · Executive MBA and Economics & Management, SDA Bocconi School of Management, Milan

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

Heritage · German, Israeli and Argentinean; Amsterdam-based, with EU, Israeli and LATAM work authorisation.

YOSS PERL / Senior EMEA Revenue Leader / Enterprise SaaS & HR-Tech