

PROFILE

App measurement, product-GTM and full-funnel commercial operator with **8+ years across Europe and APAC**, including 5 years at [AppsFlyer](#), the global leader in mobile measurement and a \$500M+ ARR scale-up. Experienced across BDR/SDR pipeline creation, regional team leadership, AE closing, account growth, upsell and expansion, with depth in app measurement, MMP adoption, SKAN/ATT, incrementality, first-party measurement, attribution and privacy-centric growth. Known for turning complex product topics into seller narratives, executive business cases and market activation across APAC.

App measurement strategy

Product GTM and sales activation

MMPs, SKAN/ATT, incrementality, first-party measurement

Cross-functional execution with Sales, Product, Solutions, Marketing and CS

Executive storytelling and data-driven insights

Seller enablement, training and product narratives

Performance marketing and app ecosystem

APAC market activation

EXPERIENCE

Apr 2024

– Present

Account Executive & Growth Manager, ANZ + Southeast Asia

[AppsFlyer](#) · MMP, privacy-centric measurement, attribution, SKAN/ATT, incrementality and app growth

- Built a product-led advisory motion across ANZ and Southeast Asia spanning app measurement, MMP adoption, SKAN/ATT and incrementality, turning depth into executive narratives – closing **48 wins** across **7 countries** and **5 industries**.
- Ranked **#1 in regional AE win rate** at **31.4%** and **#1 in ANZ** at **34.2%**, with **no competitive losses in ANZ**, by combining technical discovery, product-led value framing, disciplined qualification and deal control.
- Built a strong ecosystem-led growth motion, reaching the **#1 partner-involved pipeline rate** at **37.8%** across Google, TikTok, AWS, agency, reseller and MarTech partners.
- Developed a product-led deep-linking sales motion beyond AppsFlyer's traditional attribution-led approach, generating **\$400K ARR** from this new product motion within 12 months and training the wider APAC GTM organization on the new approach.
- Drove multi-product growth deals, with **87%** of wins including **2+ products** and **66%** including **3+ products**, by orchestrating Solutions, pre-sales, CS, Product and partner teams.

Jan 2023

– Apr 2024

Sales Development Team Lead, ANZ / Japan / South Korea / SEA / India

[AppsFlyer](#)

- Built a product-training-led BDR model across ANZ, Japan, Korea, SEA and India, turning complex topics like privacy-centric iOS measurement, SKAN strategy and attribution into seller talk tracks, qualification standards and AE handoff frameworks.
- Product-led coaching lifted team output **+20% YoY** while the broader BDR org slowed **-10%**, generating **\$4.55M** in team-sourced won ARR from **178 closed-won deals** over **15 months**.
- Lifted productivity to **148 opportunities per BDR**, **68% above peers**, through stronger qualification and product narratives.
- Built a partner-first BDR motion with **43% higher partner involvement** and **72% higher partner-sourced won ARR per BDR** by embedding partner mapping and referral paths into outbound execution.

Jan 2021

– Jan 2023

Mobile Growth Consultant, Business Development, SEAPAC

[AppsFlyer](#)

- Sourced **\$3.38M** in won ARR, ranking **#1 in SEAPAC**, and generated **\$9.66M** in pipeline ARR across **269 opportunities** by qualifying around app measurement, ROI and attribution.
- Produced approximately **\$50K pipeline per opportunity**, **78% above BDR average**, and delivered **\$2.12M** in personal 2022 won ARR, **141% above BDR org average**.
- Ranked **#2 of 236 AppsFlyer BDRs** for partner-sourced won ARR, converting **\$2.32M**.

Mar 2019
– Jan 2021

Business Development & Partnerships Manager

BotSupply · Conversational AI startup · Copenhagen + Bangkok

- Sold conversational AI solutions across discovery, pilot design, commercial agreement, rollout, and expansion.
- Built partner-led GTM motion to enter new markets through strategic technology and implementation partners.
- Helped launch an Oracle Cloud co-sell motion with partner enablement and joint field plays.
- Worked with technical teams to translate product capability into customer use cases, partner narratives, and commercial outcomes.

Aug 2018
– Mar 2019

Head of Sales / Growth Hacker

GrowthBond · Early-stage fintech / startup consulting · Copenhagen

- Built early sales and growth foundations across outbound, qualification, funnel discipline, and messaging.
- Worked directly with founders on positioning, GTM execution, and investor storytelling.
- Supported early international expansion in a lean, high-ownership environment.

Pre-2018

Earlier & Student Experience

Station.dk · CBS Talks · Bonitas Venture Capital

AI TOOLS & WORKFLOWS ↗

Recognition

AppsFlyer APAC AI Innovation Award for a business ROI calculator concept designed to improve executive value conversations.

Hands-on with

Google AI Studio, ChatGPT Enterprise, Claude Cowork & Design, Lovable, Bolt.new, Midjourney, HeyGen, Gamma, and AI design, automation, and agent tools.

Built

AI-enabled automation workflows and sales tools to improve discovery quality, value framing, handoff consistency, and proposal execution.

Foundation

Early AI exposure from BotSupply in 2019, selling conversational AI and helping customers understand practical adoption use cases.

SPEAKING & INDUSTRY PRESENCE ↗

Google x AppsFlyer, Manila

Speaker on app profitability, measurement and performance marketing.

TikTok for Business x AppsFlyer

Speaker, Apps on TikTok, focused on attribution and growth measurement.

AppsFlyer x Braze

AU/NZ webinar on deep linking and Firebase Dynamic Links migration.

AppsFlyer x Insider One

The marketing data infrastructure behind AI agents.

AppsFlyer Singapore VIP Dinner

Speaker on AI-enabled MarTech workflows, AppsFlyer MCP, and practical automation use cases for marketing and growth teams.

SALES CERTIFICATIONS & TRAINING

MEDDPIC

Structured qualification, stakeholder mapping, pain discovery, decision criteria, and complex deal control.

Sandler

Consultative discovery, buyer psychology, mutual qualification, and disciplined sales conversations.

Challenger

Insight-led selling, commercial teaching, reframing customer thinking, and driving urgency around change.

EDUCATION ↗

Copenhagen Business School

M.Sc., International Business and Politics
Thesis on technology-era international expansion through partnership models — awarded top grade. CBS ranked global top 10 at time of studies.

Copenhagen Business School

B.Sc., International Business and Politics
Combining business, economics, politics, and international market context.

International exchanges

Chulalongkorn University, Thailand — Finance · Grenoble École de Management, France — Technology Entrepreneurship / Global Management.

REGIONAL
CONTEXT

Currently frequently visiting **Singapore, Sydney, Melbourne, Manila, Bangkok, and Kuala Lumpur** for business, working with brands and partners on the ground across these markets. Commercial foundations and career started in **Copenhagen** before moving to high-pace APAC markets. Originally from Hungary, with study experience across Denmark, France, and Thailand, and professional experience across Europe and APAC.