

Bence Etele Baráth.

Sales, GTM, Partnerships & Advisory
Commercial Growth & Market Expansion

bence.e.barath@gmail.com
linkedin.com/in/bence-etele-barath

Singapore · Sydney · Melbourne · Manila
Bangkok · Kuala Lumpur · Copenhagen

PROFILE

Builder-minded technical sales and GTM 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. Full-cycle commercial owner across outbound, discovery, technical solutioning, negotiation, close, activation, and expansion. Strong consultative advisor to founders, developers, tech leads, product, growth, data, and C-level stakeholders. Comfortable translating technical products into clear business value and building repeatable sales, partner, and market-entry plays in ambiguous startup and scale-up environments.

MarTech advisory	Full-cycle SaaS sales	Marketing analytics	Technical consultative selling
AI workflow fluency & automation	Partner-led GTM & co-sell	SDK, API, implementation-adjacent sales	
Cross-functional deal execution	Founder & technical stakeholder selling	Pipeline generation & qualification	

EXPERIENCE

Apr 2024
– Present

Account Executive & Growth Manager, ANZ + Southeast Asia

[AppsFlyer](#) · Privacy-centric measurement, attribution, deep linking

- Built a high-conversion regional sales motion across fragmented APAC markets, closing **48 wins** across **7 countries** and **5 industries** by adapting discovery, ROI narratives, partner routes, and stakeholder strategy market by market.
- 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 disciplined qualification, technical discovery, executive value framing, and deal control.
- Built one of the region's strongest partner-led sales motions, reaching the **#1 partner-involved pipeline rate** among high-volume regional AEs at **37.8%** through Google, TikTok, AWS, agencies, resellers, and complementary martech partners.
- Developed a consultative advisory approach with startups, scale-ups, and large enterprises, guiding customers on MarTech architecture, attribution, analytics, AI and MCP-enabled workflows, data collaboration, and privacy-centric measurement strategy.
- Drove advisory-led, multi-product growth deals, with **87%** of wins including **2+ products** and **66%** including **3+ products**, by orchestrating Solutions Architects, pre-sales, Customer Success, Product, and partner teams around measurement, attribution, deep linking, fraud prevention, and data strategies.

Jan 2023
– Apr 2024

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

[AppsFlyer](#)

- Led BDR execution across ANZ, Japan, Korea, SEA, and India, accelerating team output **+20% YoY** while the broader BDR organization slowed **-10%**, through tighter cadence, coaching, qualification standards, and market-specific outbound plays.
- Generated **\$4.55M** in team-sourced won ARR from **178 closed-won deals** over **15 months**, lifting productivity to **148 opportunities per BDR**, **68% above peers**.
- Built a partner-first BDR motion with **43% higher partner involvement** and **72% higher partner-sourced won ARR per BDR** than peers by embedding partner mapping, referral paths, and ecosystem narratives 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 targeting higher-value accounts and qualifying around ROI, attribution, fraud prevention, and mobile growth.
- 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 globally out of 236 AppsFlyer BDRs** for partner-sourced won ARR, converting **\$2.32M** through ecosystem collaboration, partner referrals, and joint value narratives.

Mar 2019
– Jan 2021

Business Development & Partnerships Manager

BotSupply · Conversational AI startup · Copenhagen + Bangkok

- Sold conversational AI solutions in an early-stage startup environment 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, including partner enablement, joint field plays, and scalable workflows.
- Worked closely with technical teams to translate product capability into clear 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, messaging, and commercial execution.
- Worked directly with founders on positioning, GTM execution, investor storytelling, and practical commercial problem-solving.
- Supported early international expansion and broader startup operating priorities 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 × AnyMind Group × AppsFlyer

Speaker on mobile profitability and measurement.

TikTok for Business × AppsFlyer

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

AppsFlyer × Braze

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

AppsFlyer × Insider

SEA webinar on mobile growth, measurement continuity, and performance.

AppsFlyer Singapore VIP Dinner

Speaker on martech agentic AI workflows and AppsFlyer MCP to automation use cases.

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.