

ADELINE JAULIN

SENIOR FIELD & CHANNEL MARKETING

ABOUT ME

- 📍 EMEA – FRANCE & GERMANY
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SKILLS FIELD

- Event Strategy and Management
- Sponsorship negotiation
- Executive dinners and Roundtables
- Booth management
- BDR Enablement
- Campaigns ROI reporting
- Demand Generation
- MQL/SQL

PARTNER

- Partner Onboarding
- Co-Marketing MDF
- Joint campaigns
- Partner Portal management

TOOLS

- Salesforce
- HubSpot
- Asana
- Google Ads
- Google Analytics
- Lead Forensics
- Adobe
- Canva
- ChatGPT, Perplexity, Claude

LANGUAGES

English – Fluent
French – Fluent
German – Intermediate

EDUCATION

MBA Marketing
2015

Baccalaureate Marketing
2013

PROFILE

Cybersecurity field and partner marketer since 2017. I joined Pentera in 2021 as the first field marketer in EMEA and built the function from scratch across the whole region: events, partner programme and sales alignment.

As EMEA revenue grew from \$25M to \$100M+, my role focused on France, Benelux, DACH and MEA, the highest-revenue markets. Today I run a \$500K budget, 60+ events and campaigns a year and a 30+ partner programme, generating \$30M+ pipeline annually (165% of target in 2025).

EXPERIENCE

SENIOR FIELD & CHANNEL MARKETING MANAGER

PENTERA SECURITY LTD

October 2021 – September 2026

The Pioneer in Automated Security Validation (CTEM) for CISOs and security teams. EMEA revenue grew from \$25M to \$100M+ during my time in the team.

- Own the regional field budget (\$500K per year) and run 100+ campaigns a year: trade shows such as Les Assises, executive dinners, roundtables, and partner days or trainings, and ABM campaigns.
- Delivered 165% of my pipeline creation target in 2025. 74% of my campaigns generated pipeline within 90 days. Generating for example +\$30M pipeline in DACH with \$185k budget.
- Build the target account list with sales before every event, run the invitation campaign with the BDRs, and brief booth staff on qualification. I own the follow-up until meetings are booked.
- Choose and negotiate sponsorships and manage 100+ suppliers (venues, caterers, AV, booth builders, swag). Typical event budgets range from \$1.5K to \$180K.
- Report cost per lead, cost per opportunity and pipeline per event to sales leadership after each quarter.
- Set up the EMEA partner marketing model for distributors, resellers and strategic partners (30+ active partners).
- Built the partner journey from onboarding to co-marketing: training, marketing-in-a-box campaign kits and a partner portal with approved assets.
- Ran co-branded events such as the Meeting Accelerator week, generating 100+ meetings and >\$2M pipeline.

MARKETING MANAGER

MAC SOLUTION UK LTD (Acquired by SolutionsPT)

December 2017 – October 2021

Cybersecurity Specialist and IT/OT solutions provider. During my time with the team, I supported its growth through digital marketing, demand-generation campaigns, and customer events.

- Own the marketing budget of \$30K annually, split between PR, digital, social and event
- Grew YouTube views by 900% and LinkedIn followers by 200% (from 2017 to 2021).
- Organised 6 industry events and trade shows a year, including Global Industrie in Lyon, France and Kepware UK customer event bringing 200+ attendees.

MARKETING MANAGER

SAIGE LONGLIFE DECKING

May 2017 – November 2017

Leading provider of composite decking and outdoor living solutions, I supported brand growth through integrated marketing, digital campaigns, trade engagement, customer communications, and product-led content.

- Generated 100+ B2B leads through cold outreach
- Built the company's Instagram account to 1000+ followers in 3 months
- Named "Best Employee" in my first month