

ALAN DENZLER

A seller who builds. A builder who sells.

Zurich, Switzerland · +41 79 202 78 14 · adenzler@gmail.com · linkedin.com/in/alaindenzler



[Talk to my AI twin at www.eleven.fyi](https://www.eleven.fyi)

Enterprise sales leader and 3x founder with 15+ years selling and delivering complex software and AI to enterprises, now selling voice AI to European enterprises. Co-founded Pitcher: bootstrapped to \$15M ARR, top-5 market position, 8-figure exit. Ran both sides of the country equation there: personally closed multi-year deals worth 26% of global ARR, including 7-figure wins at Novartis, Coca-Cola FEMSA, and Abbott, and built the 20-person forward-deployed engineering team that delivered them, key to 50% of strategic wins. Separately built JAPAC from zero to 8% of that ARR. Founded getitAI (\$2M+ raised, pilots sold and delivered with Lindt and True Classic). Swiss German native, based in Zurich, hands-on enough to ship my own agentic tooling.

Experience

Deepgram · GTM Lead, EMEA Central

Zurich (remote) · 06.2026 - Present

Voice AI infrastructure: speech-to-text, text-to-speech, and voice agent platform.

- Own enterprise go-to-market across EMEA Central: progressed deals with 15 large enterprise accounts within the first seven weeks, compressing typical months-long cycle starts into weeks.
- Built my own agentic GTM stack (account research, outreach drafting, meeting prep) to run the region as a team of one, plus a custom voice-agent demo environment that cut demo build time from days to minutes.
- Public voice for the category: LinkedIn commentary on voice AI and agent economics reaching six-figure impressions.

getitAI / Twinity · Founder & CEO

San Francisco & Zurich · 2023 - 2026

AI voice and video agents on real-time speech infrastructure, enabling consultative selling at scale.

- Raised \$2M+, built a 12-person engineering team, shipped a low-latency video agent platform outperforming text-based agents.
- Sold and delivered pilots with Lindt and True Classic: 13-21% conversion, 4x the industry standard.
- Design partner on HeyGen's and Anam's live avatars; built daily on production voice and speech stacks.
- Wound both ventures down in 2026 and published the post-mortems. Core lesson: bleeding-edge infrastructure and startup runway don't mix.

Salesforce · Partner Advisory Board Member, CRM Analytics

Remote · 2021 - 2023

Roadmap input on enterprise-scale CRM Analytics; ensured a successful Coca-Cola FEMSA deployment, one of Salesforce's largest global rollouts.

Pitcher · Co-Founder, Enterprise Sales & Product Leader

Switzerland & Global · 2015 - 2023

Sales enablement platform for Life Sciences, Consumer Goods, and Financial Services. Bootstrapped to \$15M ARR, top-5 market position, 8-figure exit.

- Personally closed multi-year enterprise deals contributing 26% of global ARR; drove 63% of global ARR growth in 2019.
- Owned customer delivery on strategic accounts: built and led a 20-person forward-deployed engineering team embedded with enterprise customers; key to 50% of strategic wins.
- 7-figure wins sold and delivered end to end: Sandoz/Novartis (offline CPQ 100x faster than the incumbent) and Coca-Cola FEMSA (5,000+ user rollout across LATAM).
- Built JAPAC as a country builder: from zero to 8% of global ARR through first hires, first logos, local partner ecosystem, and local brand.
- Hired for both sales and implementations: built quota-carrying teams across EMEA and JAPAC, consistently exceeding quota; ran partner-led GTM with Salesforce and its enterprise AEs, and with global SIs including Deloitte.

Merck & Co. · Associate Director, Commercial Trade Channels, Emerging Markets

Switzerland · 2012 - 2015

- Led end-to-end commercial transformation across 13 emerging markets; created 300+ field roles; strategy delivered 3x the unit's revenue forecast.
- Built an order management app on Salesforce with Pitcher; 70% travel driving field adoption.

Merck & Co. · Brand & Customer Manager / Sales Representative

Switzerland · 2007 - 2012

- 18 months of field sales to general practitioners; Growth Award for 300% target achievement; promoted to an emerging markets remit.

Education

Master's, International Management (CEMS), Copenhagen Business School · 2006 - 2007

Master's, Business Innovation, University of St. Gallen · 2005 - 2007

Bachelor's, Business Administration, University of St. Gallen · 2001 - 2004

Skills

Enterprise sales: complex multi-stakeholder cycles, self-prospecting, pipeline construction, forecasting.

Technical sales: APIs, usage-based pricing, POC-driven cycles, selling to CTOs and technical buyers.

Customer delivery: forward-deployed engineering, enterprise implementations, large-scale rollouts and adoption (5,000+ users).

Voice and agentic AI: voice/video infrastructure, RAG, agent workflows; ships own tooling with AI coding agents.

Country building: greenfield territories, founding-team hiring, partner ecosystems, local brand.

Verticals: Life Sciences, Consumer Goods, Financial Services, Commerce/DTC.

Languages

Swiss German and German native

English bilingual

Spanish working proficiency

French conversational

Beyond work

Coached girls' soccer (ages 6-8) in Küsnacht. Ran my first marathon in Barcelona 2026 in 4:27. Photography since my grandfather's darkroom; kitesurfing, sailing, three kids.