

ALAN DENZLER

A seller who builds. A builder who sells.

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 Talk to my AI twin at alanforce.com

Enterprise sales leader and three-time founder, 15+ years building teams that close and deliver enterprise software and AI. Co-founded Pitcher, Salesforce-native: bootstrapped to \$15M ARR, top-5 market position, 8-figure exit. Grew from individual contributor to leading a 20-person cross-functional team behind 26% of global ARR; led many of the flagship deals to a close (Novartis, Coca-Cola FEMSA, Abbott). On Salesforce since 2012, two years on its Partner Advisory Board. Today GTM Lead EMEA Central on Deepgram's founding EMEA team, selling consumption-based voice AI.

Experience

Deepgram · GTM Lead, EMEA Central

Zurich (remote) · 06.2026 - Present

Founding EMEA go-to-market team. Voice AI infrastructure (speech-to-text, text-to-speech, voice agents), consumption-based.

- Own enterprise go-to-market across EMEA Central: first deals closed within three months, including a government entity; a handful of enterprise deals in final stages.
- Built my own execution layer: five role-based GTM agents on Salesforce and a 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; the Sierra vs Salesforce analysis reached 184K impressions in 48 hours.

getitAI · 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 and led 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 to 21% conversion, 4x the industry standard.
- Selected by EWOR, 35 of 30,000 applicants (about 0.1%).
- Wound down in May 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; supported the Coca-Cola FEMSA deployment, one of Salesforce's largest global rollouts. Years of co-selling 7-figure deals alongside Salesforce account executives, including Sandoz/Novartis with the Salesforce global account team.

Pitcher · Co-Founder, Enterprise Sales & Product Leader

Switzerland & Global · 2015 - 2023

Salesforce-native sales enablement platform for Life Sciences, Consumer Goods and Financial Services.
Bootstrapped to \$15M ARR, top-5 market position, 8-figure exit in 2022.

- The strategic accounts my team helped close and deliver made up 26% of global ARR and drove 63% of global ARR growth in 2019. Led many of the flagship deals to a close.
- Grew from co-founder and individual contributor to leading a 20-person cross-functional team around the deals: AEs, SEs, & FDEs. It let us broaden the product, open new regions and deliver to more customers; our team won 50% of strategic wins.
- 7-figure wins sold and delivered end to end: Sandoz/Novartis (offline CPQ 100x faster than the incumbent), Coca-Cola FEMSA (5,000+ user rollout across LATAM), Abbott.
- Ran the team's pipeline cadence: weekly pipeline reviews, monthly business reviews, quarterly planning with Salesforce partner managers.
- Opened JAPAC and LATAM from zero (LATAM off the FEMSA win) to about 15% of global ARR combined; ran partner-led GTM with Salesforce and global SIs including Deloitte.

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

Switzerland · 2012 - 2015

- Promoted to roll the Commercial Trade Channel model out beyond Switzerland: first Eastern Europe, the Middle East and Africa, then APAC. 13 emerging markets, 300+ field roles created in local teams, measured in gross-to-net improvement.
- Built a distributor CRM with order management on Salesforce (with Pitcher); 70% travel driving field adoption.

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

Switzerland · 2007 - 2012

- Carried a CHF 40 million business inside the Swiss subsidiary on roughly a CHF 1 million budget; a pharmacy channel strategy and a different strategic play on a loss of exclusivity delivered 2x the unit's forecast, CHF 10M+ over plan and the region's Best Growth Initiative award; built a two-person retail pharmacy team.
- 18 months of field sales to general practitioners; built my own CRM in Excel when the internal one failed; four promotions in eight years at Merck.

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

Team building and leadership: grew a 20-person cross-functional team around the deals (AEs, SEs, FDEs, QA, engineering, UX); 100+ hires across field sales, pre-sales and engineering; pipeline cadence; coaching in the deal, not the review.

Enterprise and technical sales: complex multi-stakeholder cycles, self-prospecting, forecasting, POC-driven cycles, selling to CTOs and business buyers.

Consumption: usage-based pricing, land and refill, production plans agreed at signature.

Customer delivery: forward-deployed teams, enterprise implementations, 5,000+ user rollouts.

Salesforce platform: customer (Merck), partner (Pitcher), Partner Advisory Board; today building agents on top of Salesforce with Claude Code and MCP, and a first-hand view of what agents need from the context layer.

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

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

Languages

Swiss German and German native

English bilingual

Spanish working proficiency

French conversational

Beyond work

Coached girls' soccer (ages 6 to 8) in Küsnacht. Ran my first marathon in Barcelona 2026 in 4:27. Photography since my grandfather's darkroom; kitesurfing, sailing, 2.5 kids.