

Julian Totzek-Hallhuber

👤 Profile

Senior Sales Engineering leader with 20+ years in cybersecurity, specializing in **pre-sales leadership, partner technical enablement, and enterprise solution architecture** across **DACH, EMEA, and APAC**. Built and led high-performing Solutions Architecture teams; scaled APAC from 0 to 27 technical staff and from zero to ~\$6M in annual revenue, aligning engineering resources with sales strategy to accelerate growth and win complex enterprise deals.

Recognized application security spokesperson (PR lead for DACH) and frequent conference speaker. Combine deep technical credibility with commercial acumen and C-suite storytelling to translate complex technology into business outcomes and influence product roadmaps.

📁 Accomplishments

- **Product Innovation:** Developed a standardized method for integrating Veracode solutions into CI/CD pipelines, which became a fully productized offering, gaining deep insight into developer workflows and code security challenges.
- **Team Leadership & Scaling:** Built and led a high-performing APAC Solutions Architecture team, growing headcount and driving ~\$6M in annual revenue by aligning engineering resources with sales strategy to win complex enterprise deals.
- **Cross-Functional Influence:** Partnered closely with product and engineering teams to translate customer needs into scalable technical solutions, contributing hands-on code and shaping features that directly improved developer productivity and security outcomes.
- **Global Collaboration:** Supported APAC and U.S. teams across multiple time zones, enabling seamless delivery of complex solutions while maintaining high customer satisfaction and operational efficiency.

📁 Core Competencies

- Sales Engineering Leadership
- Product advisory
- Partner Technical Enablement & Training
- GTM Strategy & Regional Expansion
- Enterprise Pre-Sales & Solution Architecture
- Technical Coaching & Team Development
- Cross-functional Collaboration (Sales, Product, Marketing)
- Cloud & Application Security
- RFP/RFI Management & Proof of Concept Leadership
- Executive Communication & Public Speaking

Details



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[LinkedIn](#)

📁 Employment History

Manager Solutions Architect EMEA/APAC at Veracode, Burlington, USA / London, UK / Home office, Germany

September 2015

Leadership & Strategy

- Lead Solutions Architecture teams across **EMEA South, APAC, and LATAM**, managing regional technical resources, hiring, career development, and performance management.
- Scaled the APAC technical organization from **0 to 27 employees**, supporting the region to grow from **0 to ~\$6M annual revenue**.
- Provide strategic alignment with regional sales leadership to optimize pre-sales coverage and accelerate deal cycles.

Sales Engineering & GTM Execution

- Support full enterprise sales lifecycle: discovery, tailored demos, RFP responses, PoCs, technical validation, onboarding.
- Design complex, customized application security solutions for global organizations (≥ \$3B revenue).
- Deliver executive-level value presentations, ROI analysis, and technical roadmaps tailored to C-suite audiences.

Partner Enablement & Training

- Lead technical enablement for partners across DACH, EMEA, and APAC, including onboarding, training, sales alignment, and ongoing support.
- Collaborate with channel teams to increase partner-driven revenue and technical capability.

Thought Leadership & Product Influence

- Official **Veracode PR Spokesperson for DACH**, providing interviews, bylines, and public commentary.
- Regular speaker at conferences, trade shows, and online events.
- Member of the **Static Scanning Product Management** team, contributing field insights into product roadmap.

Key Achievements

- Built APAC SA organization from scratch and established a sustainable, scalable operating model.
- Expanded regional responsibility post-acquisition (CA Technologies, Thoma Bravo) to include Nordics, Southern Europe, and APAC.
- Consistently recognized for strong interlock between engineering, sales, and product teams.
- Forming a completely new product area

Skills gained

Technical Skills

Application Security

REST-API's

AWS

Azure DevOps

GitLab

GitHub

Cloud Security

DAST

Docker

VsCode

Cursor

AI

Jenkins

Jira

SAML

SDLC

Maven

Java

JavaScript

Python

C#

Sales skills

Public speaking

Pre-Sales

PR/Marketing

Force Management

Other Skills

Leadership

PCI

GDPR

ISO 27001

NIS

DORA

Technical IT Consultant at Deny All Sa, Paris, France

May 2005 — September 2015

Global Pre-Sales & Professional Services

- Ran international pre-sales and professional services across **DACH, Nordics, Middle East, North America**, and supported Asia and South America.
- Delivered technical workshops, PoCs, deployments, and strategic advisory for enterprise customers.

Leadership

- Led a team of **8 technical consultants**; responsible for global trainings, methodology, presentations, and security configuration standards.
- Reported directly to VP Sales; defined MBOs and created pre-sales guidelines.

Technical Contributions

- Involved in product development lifecycle for next-generation WAF platform.
- Designed SSO implementation for a Swiss private bank and ensured alignment with global security policies.
- Technical owner for SAP NetWeaver certifications.

Skills Gained

Technical Skills

Apache



Linux



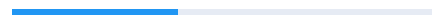
Regex



Reverse Proxy



SAP



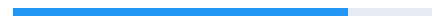
Tomcat



Web Application Firewall



XML



Sales skills

Public speaking



Pre-Sales



PR/Marketing



Security Consultant at The Bristol Group GmbH, Langen, Hessen, Germany

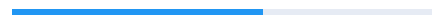
April 2004 — May 2006

- Consulting, pre sales, post sales and professional services for small to large scaled companies
- product specialist for IDS/IPS systems, web application firewalls, DNS / LDAP appliances and as backup for anti virus solutions, anti spam solutions and firewall/VPN solutions
- Penetration testing for external systems and internal infrastructure
- Identifying logical IT infrastructure flaws (software and processes)
- Developed a flooding benchmark service for infrastructure, firewalls and IDS/IPS systems
- Forensics, provide evidence on which vulnerability was used and which data were compromised
- define security solutions for IT infrastructure and their components
- professional services and project management to fulfil compliance needs
- define security polices and provide tools to monitor their implementations

Skills Gained

Technical Skills

Anti Spam



Anti Virus



DNS



Firewall



IDS/IPS



Forensics



IPSec



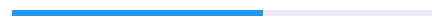
LDAP



MPT



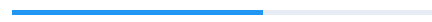
MySQL



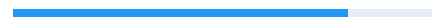
Network Security



Postfix



TCP/IP



Self-employed, developer/consultant at Self-employed, Germany

July 2002 — December 2009

- Consulting and developing specialized web applications and database services
- Mostly working for different media agencies in the Rhein-Main Area
- Project management, handle Media Agencies and customers
- Selling, installing and professional services for server/firewall-hardware
- Find the right ISP on customer needs
- Build up a little mail provider business with web mail and group collaboration functions

Technical Leader at Con5 GmbH, Budenheim, Germany

June 2001 — July 2002

- Development of several web applications, database applications and special web services
- The main application was a web based single community with more than 40.000 registered users. A special function was the integration of real phone numbers with answering machines and forwarding services, completely configurable via the web application
- Additional applications were in the field of online gambling
- Leading a team of 3 people
- Responsible for all server systems, hardware, software ISP's and vendors
- Responsible for penetration testing of the web application as well for the phone systems

Technical Leader at Jobsintown GmbH, Wiesbaden, Germany

June 1999 — June 2001

- development of an online job service like monster.com with national job offers and online CV support; with the slogan "Ich kündige"
- Responsible for all server systems, hardware, software ISP's and vendors
- Leading a team of 10 people

Technical Consultant at Rank Xerox, Wiesbaden, Germany

February 1999 — June 1999

- Consulting and implementation support for printing and copying devices at customers.
- Support from little colour printers to professional "Splash RIP" systems in UNIX environments

Education

**Graduation, Carlo Schmidt High School Highschool, Hochheim am Main,
Germany**

1994 — 1996

**Heinrich von Brentano Comprehensive School, Hochheim am Main,
Germany**

1992 — 1994

Anne Frank Comprehensive School, Gütersloh, Germany

1988 — 1992