



**Murat Dikmen**

**Murat is a Partner, that provides AI strategy development, AI business process transformation, operating model design, organizational restructuring, commercial strategy development, operational strategy development, commercial due diligence, new market entry strategy development, business transformation and program management services.**

**He has 25+ years of consulting experience. He worked in leading global consulting firms and served his clients in Middle East, Türkiye, Eastern Europe, Asia and Africa. He has experience in wide array of consulting services in banking, healthcare, pharmaceuticals, consumer goods, retail and industrial products industries.**

**He supported many firms with regards to their operating model design, organizational restructuring, and AI related strategy development and implementations. His selected experiences include;**

- **Lead global operating model re-design (from 3 layers to 2 layers), introduction of B2B marketing department, key performance indicators selection, management dashboard design for a leading global automotive tier-2 specialty product manufacturer.**
- **Lead strategy formulation, full organization design (from scratch), key performance indicator selection, reporting structure design, system functional requirement and information flow design project for a Pan-Middle Eastern home improvement retail start-up.**
- **Led the shared service feasibility analysis, detailed organization design, performance monitoring structure design and implementation plan of finance, HR, IT and procurement functions for a leading telecommunication & technology group of companies.**
- **Led the BI strategy development, reporting structure design, persona-based journey design and implementation roadmap development project for a global pharmaceutical company**
- **Led the green transformation and ecosystem setup project for a global pharmaceutical company.**
- **Lead new market access strategy of two strategic products for a global pharmaceutical company**
- **Delivered organization re-design and implementation support to a pharmaceutical company.**
- **Redesigned event management & approval processes for a global pharmaceutical company.**
- **Led multiple commercial due diligence projects involving healthcare service providers.**