GOKHAN CETINKAYA

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Talented technical consultant with extensive Linux and open-source software expertise. Recognized for deploying in-depth technical mastery to cultivate relationships, open new sales channels, expand global market share, and increase organizational visibility. Highly proficient at interacting productively with diverse audiences from engineering to executive management, designing and delivering clear and concise presentations that influence decision makers with varying levels of technical understanding. Systems and network administration experience with extensive research and development background as well as deep knowledge of IT operations.

EXPERIENCE

Founder | Puppy Cozy
October 2020 – Present

Designed and built this new generation e-commerce business with a minimalist, low-overhead, high-efficiency business model for operating all elements of branding, product design and manufacturing, logistics, fulfillment, marketing and customer support.

Sales Engineer | SUSE
May 2015 – February 2020 | San Diego, CA

Delivered technical sales activities in the Western United States for this German software company that develops and sells open-source software solutions within the global business marketplace.

- Drove profitable sales and enhanced client loyalty through insightful evaluation of client requirements and client-specific solution design and delivery, and product introductions with in-depth technical detail, cost benefits and TCO/ROI analyses.
- Collaborated with partners to solve technical issues and devise effective strategic positioning framework for all products.
- Increased client loyalty and strengthened long-term relationships through on-site and remote solution-oriented consultations.
- Generated new business opportunities among potential and existing clients by authoring strategic technical responses to RFIs and RFPs, by effectively translating high-level technical and financial detail into easily understood benefits, and by promoting products to prospects at field events, conferences and seminars.

Sales Engineer & Channel Manager | SUSE
July 2013 – June 2015 | Istanbul, Turkey

Delivered technical sales activities and managed channel development for the first official Turkey-based operation of this German software company that develops and sells open-source software solutions within the global business marketplace.

Sales Engineer Achievements

- Developed and improved a sales channel by cultivating resellers and end-users through one-on-one meetings with influencers and personal delivery of technical presentations, demonstrations, and POCs.
- Drove channel team sales through complex technical presentations in clear, client-centric language.
- Ensured end-users and resellers are fully fluent in technology through the personal delivery of both one-on-one and group training, and customized workshops.
- Generated new business opportunities by developing strategic technical responses to RFIs and RFPs, and by promoting products to prospects at seminars and events.

Channel Manager Achievements

- Successfully prospected, cultivated and secured company's first official direct engagement with channel partners in Turkey.
- Converted competitor's (Red Hat) premier Advanced Business Partner into a Gold SUSE partner by analyzing underlying mismatch, fostering trust-based relationship, designing and delivering more attractive niche partner arrangement.
- Prospected, identified and secured new value-added distributor. Managed the distributor to grow overall market share, secure new partners and optimize partner relationships.
- Identified, negotiated with and secured new training center, now the company's first official training partner/exam center in Turkey.
- Added value to overall operations by acting on other areas of interest: localized official website to enhance user engagement; organized sponsorships and events; served as technical liaison to firm's marketing agency for the recruitment and training of staff to represent the company at high-profile public events.

Sales Engineer | Prolink
May 2012 – July 2013 | Istanbul, Turkey

Integral to the success of this Turkey-based leading provider of end-to-end business solutions for the enterprise and middle-market sectors, distributing products and solutions from the industry's leading hardware, networking, storage, open-source software and security vendors. Leveraged technical expertise and client-focused strategies to deliver technical sales activities for Red Hat products.

- Supported key sales initiatives by analyzing customer needs, developing and tailoring solutions that strengthen client loyalty and foster long-term relationships.
- Delivered exceptional support to distributor and reseller sales teams, presenting highly technical information in easily understood terms.
- Delivered technical training and enablement workshops to end-users and resellers.
- Generated new business opportunities by authoring strategic technical responses to RFIs and RFPs from potential and existing clients and by promoting products to prospects at field events, conferences and seminars.

Key Achievement
- Played a key role in receiving Red Hat's 2012 Fastest Growing Distributor Award for the EMEA region.

System Administrator | Megatek Iletisim
December 2007 – March 2011 | Istanbul, Turkey

Designed, implemented and administered LAN and WAN infrastructure of multiple customers for this IT company headquartered in Istanbul that provides complete IT solutions to customers in a broad range of industries and market sectors.

- Researched and developed solutions customized specifically to meet the unique needs and objectives of diverse client base.
- Effectively maintained a network infrastructure of several different environments consisting of more than 50 servers and 150 network devices.
- Enhanced systems performance and security through comprehensive and ongoing monitoring, testing and applying updates, vulnerability assessments, penetration testing and proactive maintenance.
- Controlled and managed user access to systems. Monitored servers and developed access reports.
- Managed and tuned a custom developed anti-spam system with email traffic control and reporting.

<u>Key Achievements</u>
- Developed an anti-spam system and graphical reporting components that significantly enhanced security and compliance, eliminating the need for purchasing proprietary solutions.
- Completed several DNS namespace and entire IP migration projects without downtime.
- Developed an Internet gateway for load balancing with multiple Internet connections, providing flexible management and reducing expenditures by eliminating the need for special hardware.
- Developed a VPN logging system with a web portal for Cisco ASA, significantly reducing analysis time.

System Administrator | Data Market
August 2006 – August 2007 | Istanbul, Turkey

Implemented and administered Microsoft systems for various corporate clients for this leading hardware/software reseller in Istanbul.

IT Technician / Instructor | Bilge Adam
May 2005 – April 2006 | Istanbul, Turkey

Maintained hardware and software and delivered Microsoft training courses for this leading provider of Microsoft consultancy, training and certifications in Istanbul.

CERTIFICATIONS AND EDUCATION

SUSE Certified Administrator in Systems Management   2019

SUSE Certified Administrator in Enterprise Linux   2018

Red Hat Certified Engineer (RHCE)   2012

Cisco Certified Network Associate (CCNA)   2008

Microsoft Certified Systems Engineer (MCSE)   2005

Anadolu University - Bachelor of Economics   2010