

# AYDIN GÜNEŞ

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## PROFESSIONAL PROFILE

Innovative and performance-driven Entrepreneur with a deep passion for technology and business. An accomplished and results-driven sales lead with **20+ years of IT industry** experience. Possesses developed technology and business skills gained through establishing, managing, designing, and delivering IT software and data infrastructure projects. Strong communication and relationship-building skills with demonstrated success in building and maintaining relationships the at CxO level. Proven ability to create and close new business, develop partner ecosystems, deliver technical solutions, and set and execute sales and marketing strategies Thought leader with a passion for delivering exceptional customer experiences with the most recent 4-year period focused on business activities in the META region.

## PROFESSIONAL COMPETENCIES

- Planning and creation of sales strategy and go-to-market execution. Consultative selling and business value development.
- Developing partner ecosystems through recruitment, onboarding, and technical enablement.
- Building relationships. Strong negotiation and influencing skills built through collaboration with multiple stakeholders.
- Simplifying and presenting the quantified business value of complex technical concepts to business stakeholders.
- Presenting to mixed audiences comprising both business and technical attendees.
- Industry knowledge of IoT, IT, Sales, and Consulting business verticals.

## TECHNICAL COMPETENCIES

- Microsoft Products: Office 365, MS Project, PowerPoint, Visio, SharePoint, Excel, Word
- CMS (WordPress, Woo Commerce)
- IT Solution & Architecture.
- AWS services
- Salesforce CRM

## PROFESSIONAL EXPERIENCE

### **ALPATARO – Dubai, UAE: Founder & Director of Business Development**

**Jan 2021 – Present**

Leveraging over 20 years of cumulative expertise, I am dedicated to delivering an unparalleled level of service, support, and professionalism within the dynamic intersection of technology, IT consulting, system design and integration, sales, distribution, and trading.

- Established ALPATARO, a technology company acting as a crucial distribution link between international vendors and the Middle East. Led a team of Information Technology experts and collaborated with IT companies throughout the META Region.
- Positioned ALPATARO as a comprehensive IT solutions provider, specializing in SaaS CRM, Learning Management Systems (LMS), Website Design and Development, Still-images, Full-motion Video Enhancement, and Video Stream Quality Enhancement Solutions.
- Conducted a thorough business plan and strategy, actively participating in all facets of business development. This included the formulation of a robust business model that aligns with the latest technology trends and market demands.
- Implemented a client-centric approach by engaging in effective communication with clients to understand and formulate their requirements. Customized products to ensure alignment with specific client needs, enhancing overall client satisfaction.

- Represented ALPATARO at various start-up exhibitions and events, showcasing products and the company to potential customers, partners, and investors. This enhanced market visibility and fostered valuable connections within the industry.
- Conducted thorough competitor analysis, assessing strengths and weaknesses in terms of strategy, relationships, pricing, and products. Utilized insights to refine ALPATARO FZE's positioning and offerings in the marketplace.

#### **Accomplishments/Key Projects**

- *Established and nurtured a global distribution network, facilitating seamless collaboration between international vendors and the Middle East. Strengthened partnerships to enhance the availability and accessibility of cutting-edge technologies in the region.*
- *Oversaw the deployment of innovative IT solutions, including SaaS CRM, LMS, and advanced enhancement solutions for still images and full-motion videos. Contributed to elevating ALPATARO's reputation as a forward-thinking and technology-driven company.*
- *Developed a strategic business model that positioned ALPATARO as a leader in IT solutions, catering to both B2B and B2C markets. This included a focus on adapting to the latest technology trends and client-centric customization.*
- *Actively participated in dynamic market presentations at start-up exhibitions and events, effectively communicating ALPATARO's value proposition to potential clients, partners, and investors. Contributed to brand awareness and business growth.*
- *Implemented a client-centered approach to product customization, ensuring that ALPATARO's offerings precisely met client requirements. Enhanced customer satisfaction and loyalty through tailored IT solutions.*

#### **AMADEUS IT GROUP – Istanbul, Turkey: Senior Account Manager, Business Development**

**Mar 2017 – Dec 2020**

Reporting to ACU Account Director and Executive Vice President, Airlines, EMEA, I was responsible for managing Turkish Airlines and Pegasus Airlines accounts.

#### **Accomplishments/Key Projects**

- *Successfully revitalized the Turkish market, transforming it from a declining territory to exceeding goals. This was achieved through the establishment of critical relationships with strategic clients and dedicated efforts to meet customer expectations.*
- *Accomplished significant revenue growth in one of the largest contributing countries within the company, including flagship key accounts across a multi-state sales territory.*
- *Effectively fulfilled service agreements with airlines, consistently delivering on-time solutions to customers and contributing substantial profits to the company, managing contracts worth over €150M annually.*
- *Closed 8 new business contracts, enhancing yearly revenue by 10%, and strengthened relationships with key accounts.*
- *Utilized Salesforce CRM, Microsoft 360, and other tools for effective account management.*
- *Received the "Biggest Distribution Deal Signed" award for the FCA deal with Turkish Airlines.*

#### **Turkish Airlines – Istanbul, Turkey: Software Development Project Manager**

**Dec 2010 – Feb 2017**

Reporting to SVP Strategic Projects Turkish Airlines & Managing a Team of 15.

Led the successful execution of numerous projects across diverse areas, significantly enhancing organizational effectiveness and productivity. Orchestrated the digital transformation of legacy systems into a Service-Oriented Architecture (SOA). Collaborated with cross-functional teams to integrate external partners and enhance critical systems.

#### **Key Projects**

- *Achieved an 80% cost-saving and a 90% reduction in manual operations by successfully revamping CRM and Loyalty Management Systems.*
- *Implemented project management best practices and methodologies, including Agile, Scrum, Waterfall, and Lean.*
- *Successfully managed the development and rollout of diverse projects, including Loyalty Management System (LMS), Customer Contact Centre (CRM), Loyalty Partner Management System (STAR, SKY), Delayed Baggage Tracking System, Non-Air Partner Portal for LMS (Hotels and E-Commerce platforms), LMS Mile/Points Selling and Payment Gateway Integration, Digital Transformation of the legacy system to Service-Oriented Access, LMS Mobile App, Revamping the Turkish Airlines Loyalty and CRM systems, LMS Integration with STAR Alliance and SKY Team Alliances, and Amadeus LMS and Altea PSS Integration.*
- *Promoted to Senior Account Manager, successfully managing the Turkish Airlines account.*

#### **Pegasus Airlines, Istanbul, Turkey: Product Manager – Software Development Team Leader**

**Dec 2004 – Dec 2010**

Reporting to CTO, CIO Managing A Team of 8

Led the successful execution of multiple key projects within the Software Development Team, contributing to the advancement of organizational goals.

### Key Projects

- *Managed projects from conception to delivery, practicing Agile methodologies.*
- *Orchestrated the development of critical systems including Passenger Service Solutions System (PSS), Online Reservation and Ticketing System for Airlines and Ferry Lines, Internet Booking Engine (IBE), Departure Control System (DCS), Customer Contact Centre (CRM), Flight Schedule Planning, Flight Operation Control Centre, Slot Coordination, Revenue Cost Analysis, Revenue Accounting, and Crew Planning Management.*

**BS&STS Laminate Tube Packing Ind. & Trade LLC, Istanbul, Turkey: System Engineer**

**Mar 2003 – Oct 2004**

## EDUCATION AND PROFESSIONAL CERTIFICATIONS

**Trakya University – Edirne, Turkey**

*Sep 1996 – Jul 2000*

Bachelor of Engineering, Computer Science

### Certifications & Training:

- Strategic Account Management
- Advanced Sales and Negotiation
- Consultative Solution Selling
- Consultative Selling Fundamentals
- Competency-Based Interview Techniques
- Project Management (NYU Cert: N18432813)
- Agile Software Development and Project Management
- with Scrum Effective Agile Java Development Using Maven SCM and Jenkins
- Oracle Database Design and Development
- AWS Certified Solutions Architect Associate (In prog.)
- AWS Certified Cloud Practitioner Certificate
- AWS Serverless Design for IoT

## PERSONAL INFORMATION

**Nationality:** Turkish, Bulgarian

**Languages:** English(Fluent),

**Passport:** EU Bulgarian and Turkish Passport Holder

**Turkish, and Bulgarian** (Native)

**UAE Residency Permit**

**Russian** (Beginner)

**Driver's License:** Turkish/UAE - B Category