

Bedia Sanem Simsek

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Strategic and results-driven leader with 10+ years of experience across digital commerce, B2B and platform businesses. Proven success in building and leading Customer Success teams, and driving measurable outcomes in onboarding, adoption, retention and expansion. Adept at embedding Customer Success programs, managing leaders of customer-facing teams, and aligning cross-functional teams across Sales, Product, Operations, and Marketing. Brings strong analytical acumen, hands-on management style, and operational rigor to support high-growth organizations.

PROFESSIONAL EXPERIENCE

ZALANDO

Berlin, Germany

Head of Retail Consulting & Strategic Partnerships | ZEOS (B2B arm)

Jul 2024–Present

- Define and execute short- and long-term partnership strategies to grow platform ecosystem, serve as executive sponsor to C-level stakeholders of 16+ strategic partners, aligning business outcomes to platform value
- Establish executive cadence and performance tracking mechanisms with strategic partners, setting clear KPIs and action plans targeting +20% GMV uplift through joint GTM planning
- Negotiated new partner compensation model with integrator, strengthening executive buy-in and unlocking 22 new joint merchants and expansion into 4 new sales channels
- Lead cross-functional team to build client health monitoring and retention intelligence, reducing churn to <3% across the merchant portfolio via proactive client engagement and risk mitigation.

Head of Partner Consulting | Retailers

Aug 2022–Jun 2024

- Owned P&L for multi-brand retailer unit and aligned BU roadmap to company strategy, revamping segmentation and account engagement logic and leading to increase in merchant productivity by c.20%
- Oversaw two large-scale contractual transitions (variable compensation and payment terms) with 100% completion before deadline, securing compliance and increasing portfolio profitability by 11pp

Team Lead Partner Consulting | Connected Retail

Dec 2020–Jul 2022

- Built and scaled a Customer Success management team across 11 European countries; promoted within 6 months to lead customer-facing leads and 40+ direct and indirect FTEs responsible for 1.2B€ GMV
- Scaled merchant onboarding and integration capabilities, accelerating ecosystem expansion by reducing time-to-live >30% and doubling new business growth to 7,000+ outlets in 12 months
- Reoriented GTM strategy through in-depth country performance analyses, shifting focus from store count to productivity and optimizing commercial KPI structure and performance

Principle, Partner Strategy

Sept 2019–Nov 2020

- Initiated and structured five-year Salesforce CRM transformation, integrating merchant master data and workflows to boost productivity across Sales and Customer Success teams

HEPSIBURADA

Istanbul, Turkiye

Principle, Strategic Programs

Sept 2017–Aug 2019

- Directed strategic programs leveraging data insights, partnerships, and cross-functional execution to support rapid marketplace growth
- Co-led international expansion (HepsiGlobal) to EMEA, analyzing 20+ markets and partnerships with 3PLs/service providers to onboard +15K merchants and deliver 5–10% volume growth in year one
- Designed strategic delivery model for FMCG/grocery vertical (HepsiExpress) by conducting unit economics and scenario modeling and initiating partnership with a leading grocery chain

MCKINSEY & COMPANY**Senior Implementation Consultant****Istanbul, Turkiye***Apr 2016–Sept 2017*

- Led implementation of a new customer lifecycle management (CLM) process for a retail bank, generating \$38M in incremental revenue via targeted campaigns
- Advised CCO of Oil & Gas Co. on vertical integration and IPO preparation; conducted synergy analyses and due diligence on €1.3B acquisition of a retail chain with 1,600+ outlets

INDEPENDENT CONSULTANCY**Commercial Transformation Consultant****Istanbul, Turkiye***July 2013–Jan 2016*

- Spearheaded sales transformation for a PE-backed security systems firm, reporting directly to PE board; redesigned GTM, territory management, and incentive models
- Deployed new sales structure for 290 field reps, coached 5 district managers and embedded data-driven culture, achieving record-breaking 19-month sales high
- Led Salesforce implementation as business owner, aligning post-sales processes and driving adoption across teams

BAIN & COMPANY**Senior Consultant****Istanbul, Turkiye***Jan 2011–Jul 2013*

- Designed NPS and CX program for a leading retail bank, surfacing initiatives worth \$417M
- Advised PE fund on grocery chain investment; surfaced \$54M EBITDA gap via revenue model validation and management review
- Identified \$555M revenue upside for mobile carrier by leading multi-year growth strategy

TURKISH COMPETITION AUTHORITY**Senior Associate & Associate, Antitrust****Ankara, Turkiye***Dec 2001–Jul 2008*

- Modernized decade-long jurisprudence on vertical pricing through investigation of distribution channels in professional cosmetics industry; cut inspection costs by ~20%
- Co-authored exclusivity guidelines for beverage companies, impacting policy at 80,000+ retail outlets
- Led cartel and merger investigations, influencing \$124M retail acquisition and uncovering collusion in agriculture export markets

EDUCATION**UNIVERSITY OF MICHIGAN, Stephen M. Ross School of Business**

MBA, Concentrations in Strategy and International Business

Full tuition scholarship as Ross Dean's fellow

Michigan, USA*Jun 2010***BILKENT UNIVERSITY**

Bachelor of Science in Business Administration

Full scholarship by University Foundation for ranking 35th among 1.5M in entrance examHonors: summa cum laude (GPA: 3.91/4.0); ranked 4th among 105 in the faculty**Ankara, Turkey***Jun 2001*

ADDITIONAL SKILLS

- Proficient in Office Suite and Google Workspace, Salesforce, and BI tools (Microstrategy, Looker, QlikSense)
- Fluent in Turkish (native), English (bilingual), German (intermediate - B1)
- Avid trekker & backpacker in groups; walked Camino de Santiago twice in Spain and Portugal