

# EMRE OZDEMIR

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## PROFESSIONAL EXPERIENCE

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### **Zalando, Berlin**

*Dec 2019 – Present*

#### **Pricing Analytics Team Lead**

I built and continue to lead a high-performing team of analysts (and indirectly, applied scientists) working primarily in the pricing domain at Lounge by Zalando, where I remain hands-on across strategic and operational activities. Beyond supporting commercial steering, I'm responsible for co-owning the strategic roadmap and leading various pricing initiatives, most important of which is the development of a demand-based price optimization product.

- Established the data foundation for pricing, aligning with data-producing teams, building curated data pipelines, and developing key metrics and documentation, enhancing data consistency and accessibility
- Developed and maintained dashboards and reports to track business performance, provide insights into commercial initiatives, and identify new growth opportunities for the business and the price optimization product
- Owned the roadmap and evaluation of the price optimization product, which includes determining the milestones, evaluation metrics and criteria as well as designing, running, monitoring and analyzing pricing experiments

### **SnA Consulting, Istanbul**

*Sep 2017 – Dec 2019*

#### **Consultant**

Provided day-to-day analytics consulting support for major Telco in Turkey

- Built regression and decision tree models using SAS to predict churn, upsell & prepaid to postpaid switch potential of 30M subscribers, and oversaw the successful operational implementation from start to finish, generating \$15M+ incremental revenue
- Performed analyses on customer behavior, to develop better targeting strategies and to measure effectiveness of various marketing campaigns. Presented findings that helped guide the decision-making of management
- Guided client teams and oversaw implementation of data mining techniques (including recommender systems, clustering, frequent path & association analyses) for a newly-developed streaming-analytics platform

### **Nielsen, Istanbul**

*Oct 2014 – Jul 2017*

#### **Senior Analyst**

Provided actionable insights and recommendations on marketing strategies to major FMCG companies operating in the EMEA region through analysis of Nielsen data in SAS

- Performed analyses to assess in-store activities, sales concentration along distribution channels and to inform pricing and assortment strategies
- Refactored code and standardized analytics solutions, reducing the time required to complete analytics projects by as much as 50%. Presented to management and guided Analytic Consulting teams in Poland and Turkey to successful implementation
- Coached team members and oversaw their work and communication with clients to ensure high-quality output

## LANGUAGES

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Turkish (Native), English (Fluent), German (Intermediate)

## EDUCATION

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*2009-2014*

**Sabanci University, Istanbul** (GPA: 3.48/4.00. 66% Merit Scholarship)

- BS in Industrial Engineering
- Deloitte Education Foundation Scholarship (monthly stipends)

## INTERESTS

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Playing soccer, sailing, rowing. Reading, writing about, and discussing the intersection of history, politics and international affairs