# Zeki Tekin

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## Skills

- Forecasting | Financial Modelling | Data Mining | Regression | Clustering | Decision Trees | Exploratory Data Analysis | Simulation | Scenario Analysis | Modeling | Optimization | Unstructured Data Analysis | Time-series analysis | Financial Valuation and Economic Analysis
- SQL | Python | Tableau | Advanced Excel | VBA
- Advanced Financial Planning and Analysis (FP&A) | Strategic Financial Reporting | Project Monitoring and Governance | Performance Management

## Experience

| **US Country Advisor (21 states)** | **Investment Office** | *Palo Alto, CA, USA* | **06/2022 - Current** |

- **Financial Strategy for Digital Logistics Expansion:** Led financial strategy for a Series A digital logistics platform to enhance US services. Developed a competitive quote platform, streamlining cargo management and improving operational efficiency post a major acquisition. This initiative boosted the platform's market position and facilitated growth in key global markets, directly supporting e-commerce and B2B SMEs.
- **Foreign Direct Investment Leadership:** Directed a $100 million offshore wind blade manufacturing project, enhancing the investment's feasibility through detailed revenue simulation and incentive mobilization.
- **Data-Driven Decision Making**: Developed an automated forecasting model for quarterly manufacturing investments using nowcasting data, achieving a 13% improvement in forecast accuracy.
- **Private Equity Strategy and Acquisition Support:** Provided strategic advisory for a leading private equity firm's entry into Turkey, facilitating the acquisition of significant assets, including marinas and buildings, with a total transaction value of $115 million.

| **Senior Project Manager** | **Investment Office** | *Istanbul, Turkey* | **03/2020 – 06/2022** |

- **Strategic Investment Initiatives:** Spearheaded a partnership between a Gulf investor and a European port operator to launch green hydrogen production, turning a previously overlooked opportunity into a venture with an 18.5% Internal Rate of Return (IRR) and an 11-year payback period.
- **Innovative Location Analysis for Manufacturing Investment:** Orchestrated logistics analysis for a proposed $3 billion battery manufacturing facility in Turkey, recommending a relocation that garnered immediate approval from stakeholders due to optimized transportation and community benefits.
- **Digital Engagement and Conversion Optimization:** Designed and executed an A/B testing strategy for an official website, leading to a 22% increase in user engagement and a 13% rise in conversion rates.
- **Logistics and Financial Efficiency Analysis:** Compiled and analyzed transit time data from 13 logistics firms, creating a predictive model for export arrival times with 94% accuracy, enhancing global logistics efficiency.
- **Marketing Strategy and Budget Reallocation:** Led a marketing mix model analysis to reverse the trend of declining foreign direct investments, identifying high-performing digital channels and reallocating 32% of the marketing budget to achieve a 7% increase in investments.

| **Manager - Finance** | **Strategy and Budget Office** | *Ankara, Turkey* | **05/2016 - 03/2020** |

- **Innovative Cost Management Initiatives:** Led the development of an advanced cost anomaly detection system for construction bid analysis using machine learning techniques (k-means clustering, DBSCAN). This initiative identified outlier bids, enabling more strategic procurement decisions and reducing the risk of overpayment by 38%.
- **Strategic Pricing Analysis for Service Optimization:** Directed the creation of microeconomic forecasting models, utilizing ARIMA, SARIMA, and Prophet, to refine medical service pricing. Achieved a 12% increase in cost efficiency and a 10% reduction in pricing discrepancies, enhancing financial performance.
- **Macroeconomic Trend Forecasting:** Conducted time series analysis to project macroeconomic payment trends, uncovering potential breaches in payment-to-GDP ratios. This critical insight informed strategic adjustments to project timelines to mitigate financial risk.
- **Financial Sustainability Planning:** Orchestrated the development of a financial sustainability toolkit tailored for healthcare projects, incorporating deterministic and time-series analyses. This proactive approach addressed potential impacts of currency depreciation, leading to the strategic discontinuation of incentives for 9 underperforming projects, safeguarding financial health.

| **Intern** | **PG&E** | *San Francisco, CA* | **03/2015 - 06/2015** |

- **Strategic Market Analysis for Energy Investments:** Led a detailed market analysis to uncover the key drivers, risks, and opportunities in distributed energy storage adoption. Developed a sophisticated demand forecast and investment model to guide utility investments in distributed energy storage, aiming to optimize risk-adjusted returns. Also conducted scenario analysis to evaluate the potential impact of technological advancements on utility business models. These efforts provided essential strategic insights and guidance for navigating the changing dynamics of the energy sector.

| **Senior Data Scientist - Finance** | **State Planning Organization** | *Ankara, Turkey* | **02/2011 - 08/2014** |

- **Advanced Cost Estimation Modeling:** Designed and implemented a regression model with 14 variables to accurately estimate highway project costs, significantly reducing budget forecast deviations to a maximum of 20%. This model enhanced financial planning and resource allocation efficiency.
- **Innovative Traffic Data Analysis:** Pioneered a traffic data analysis model utilizing Monte Carlo Simulation, marking a first in the field. This model facilitated the valuation of risks and guarantees, optimizing guarantee levels and operation durations for infrastructure projects.
- **Strategic Discount Rate Forecasting:** Developed a time-series analysis-based discount rate forecasting toolkit, directly influencing the procurement strategy for 27 new investments. This tool enabled more informed, strategic financial decision-making and investment planning.

| **Data Analyst - Finance** | **YDA Construction** | *Istanbul, Turkey* | **06/2010 - 02/2011** |

- **Project Finance Modelling:** Played a key role in the development of a substantial project finance transaction, valued at USD 302 million. This involved a meticulous cross-checking of its financial analysis for compliance with the national public-private partnership system's procedures and standards. Additionally, contributed to formulating recommendations on the structure and optimal amount of availability payment, ensuring the project's bankability.

## Education

| Degree | Field | Institution | Location | Dates |
|---|---|---|---|---|
| MS | Data Science | **University of the Pacific** | *San Francisco, CA, USA,* | **08/2022 - 04/2024** |
| MBA | Business Analytics and Finance | **University of Michigan, Ann Arbor** | *Ann Arbor, MI, USA* | **08/2014 - 04/2016** |
| BS | Civil-Transportation Engineering | **Middle East Technical University (METU)** | *Ankara, Turkey* | **09/2006 - 06/2010** |