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PROFILE		Accomplished Senior Executive dedicated to Customer Experience Excellence within the Telecommunications and Banking industries, with a proven track record of driving revenues, reducing costs, turning-around underperforming units, managing and integrating acquisitions, and starting-up new categories. Result-oriented with operational expertise in multi-channel, local, and regional management positions and with the ability to drive radical change in commercial strategy to secure ground-breaking results. Multi-cultural background with excellent communication abilities, able to inspire people through keynote speaking engagements and build cohesive and productive working relationship with diverse cross-functional global teams. Extensive experience in acquisitions, integrations, and mergers.			
Specialized In:	Digital Market Place Mgmt Online Classifieds Mgmt Customer Experience Mgmt Online Operations Project Management	Self Service Channels Sales & Distribution Document Management Budgeting & Planning Financial Services	Call Center Mgmt Telecommunications Mergers & Acquisitions New Business Development Telemarketing	Alternative Distribution Channels Product Pricing & Development New Country & Business Launch Customer Services & Operations Consumer & Corporate Sales	
EXPERIENCE					
GENERAL MANAGER - Hurriyet Emlak		REAL ESTATE ONLINE CLASSIFIEDS DIGITAL MARKETPLACE - ISTANBUL, TURKEY			Apr'17 - Present
		<ul style="list-style-type: none">- Hurriyet Emlak is the most reputable and known real estate classifieds portal brand in Turkey. Employing 180 employees and working with 13,500 real estate offices. The portal has 1.0 mio real estate listings with 7.0 mio unique- Setting up Hurriyet Emlak as a stand-alone company separate from Hurriyet Gazetecilik by developing the overall growth strategy, corporate governance, customer experience and strategic business functions of the company.- Growing business revenues by 50% to 60 mio TL in 7 months and turned the loss making EBITDA of -2.5% to a positive EBITDA of 3%.			
FOUNDER - Alazglobal Consultancy		GROWTH MANAGEMENT AND CUSTOMER EXPERIENCE, ISTANBUL, TURKEY			Nov'16 - Apr'17
		<ul style="list-style-type: none">- Providing consultancy to the Tempo Customer Relationship Management Company in the overall growth strategy, corporate governance, customer experience and strategic business development functions.- Tempo have been providing creative, flexible, customer- and target-focused "Integrated Call Center Supported Solutions" to the leading players in the Turkish economy since 2001 with approximately 2,000 employees throughout Turkey via five locations in four different provinces, namely Istanbul, Afyonkarahisar, Şanlıurfa and Batman.			
GENERAL MANAGER - Vodafone BIAS		CUSTOMER OPERATIONS, DIGITAL PLATFORMS AND CUSTOMER EXPERIENCE - ISTANBUL, TURKEY			Nov'10 - Nov'16
		<ul style="list-style-type: none">- Responsible from customer services and online operations for all 22 million mobile and fix customers and all segments (consumer, corporate, sme, soho).- Successfully restructured the Customer Operations an Online Services as part of the Vodafone Turkey's U-Turn team since 2010.- Currently running customer operations, call center and online services for Vodafone Turkey handling more than 22 million customers including Corporate, SME, SoHo and Consumer customers.- Providing customer services 7/24 and 365 days by managing 5 different call centers located in Istanbul, Ankara, Afyon, Samsun, Elazig and Izmir with more than 5000 employees. Handling around 40 million inbound and calls via high-tech Call Center technologies including IVR and Self Service channels.- Established COPS of Vodafone Turkey as a separate company called VBIAS, 100% owned by Vodafone in order to capture state and private incentives.- Introduced continous efficiency and optimization projects at IVR and Online platforms which resulted in a 1,0-million call reduction per month with a cost savings impact of 10 million TL with 158 FTEs in 2013. Achieved great success in Customer Retention activities via inbound and outbound calls.- Introducing the latest technology based services by utilizing Vodafone's global power with local expertise such as first-time implementations of Voice Verification, Mobil Yardim, Biz Sizi Arayalim and Call Steering in the IVR platform and Facebook Self Service, AskOnline, Fatura Sihirbazi and Usage Wizard at the Online Platform.- Benchmarked the best contact center among Vodafone's 14 European operations and awarded in 2012 as the best Contact Center in EMEA by Contact Center World in London and by IMI in Turkey.- Designing Customer Experience Program via a special 6-sigma process team. Also leading the quad-play convergence. Convergence strategy based on single customer view covering end-to-end customer journeys.			
SENIOR VICE PRESIDENT - Citibank		BRANCH BANKING AND STRATEGY - ISTANBUL, TURKEY			Jan'08 - Nov'10
		<ul style="list-style-type: none">- Headed retail bank branches' wealth management, liability and credit sales activities throughout 50 branches located in Turkey. Managed a team of 400 people mainly located in branches and offering diverse product solutions to customers. Products included but not limited to local and off-shore investments such as deposits, structure notes and mutual funds, life insurance, personal and mortgage loans along with credit insurance.- Responsible for the planning, set-up and management of the Bank's mid to long-term strategies and leading change management processes. Provided guidance and consulting to the General Manager running the Bank's strategies. The position was not only to design the strategies but more focused in the delivery of the strategies approved by the board of directors.			

SENIOR VICE PRESIDENT - Citibank	SALES AND DISTRIBUTION - MOSCOW, RUSSIA	Dec'05 – Jan'08
 	<ul style="list-style-type: none"> - Headed retail bank sales activities throughout 59 branches located in Moscow, St Petersburg, Samara, Ekaterinburg, Rostov and Nizhny Novgorod. Product offerings were diverse and included local and off-shore investments such as structure notes and mutual funds, life insurance, personal and mortgage loans along with credit insurance. Introduced the same day branch-based loan underwriting model via Citibank branches. The concept was a first in the Russian market that the customer can be decisioned and disbursed loan in an hour in the branches. The implementation quadrupled the branch loan production in three months. - Spearheaded the implementation of \$1MM Cohen Brown project 'extraordinary sales and in the launch of CIV insurance company's partnership in Russia. service excellence' program designed for the Citibank Russia organization. Also took active part in the launch of CIV insurance company's partnership in Russia. - Also launched and ran consumer finance shop including express branch openings, O&T, compliance, hr, financial control, sales&distribution, marketing, credit, underwriting, and internal control units. 	
VICE PRESIDENT - CitiFinancial	CENTRALIZED LENDING - BUCHAREST, ROMANIA	Jan'05 – Dec'05
  	<ul style="list-style-type: none"> - Until Turkey launch project resurrects, moved to CitiFinancial Romanian operations to provide consultancy in centralized lending via Direct Sales Agents (DSA) structure. The scope was to revise the network set-up, compensation schemes, provide technology solutions and increase productivity. - During that time also acted as the consumer finance subject matter expert as part of the Citigroup due diligence team in the FinansBank acquisition project in Turkey. 	
	COUNTRY BUSINESS MANAGER - ISTANBUL, TURKEY	
	<ul style="list-style-type: none"> - Appointed as the country business manager for CitiFinancial in Turkey, responsible for launching and running CitiFinancial in Turkey. Performed feasibility analysis including project plans and financial budgets to launch community based consumer finance lending model. - Began recruitment and interviewed potential senior managers. Project launch was postponed to the next planning cycle (April '06) due to budgetary reasons. - During this period, also held a consultancy-based position, covering the PIL (personal installment loan) product, one of the core products for CitiFinancial and Citibank in Europe as a subject matter expert. Reviewed the current PIL product programs systematically in existing European markets and carry over the best practices across the European region. 	
VICE PRESIDENT - CitiFinancial	EUROPE M&A AND NEW DEVELOPING MARKETS- Reading, UNITED KINGDOM	Feb'03 – Jan'05
  	<ul style="list-style-type: none"> - Responsible from M&A activities and new market analyses in the European region. Comanaged the purchase of series of mortgage portfolios in UK (US\$315MM). Developed entry strategies for consumer business in various European countries including Russia, Germany, Portugal and Turkey. Strategy includes extensive analyses of market potential, competitive and political landscape, country risk, and infrastructure and funding availability. Russian entry is scheduled mid 2005 whereas the rest of the countries are scheduled for 2006. 	
	Global Leadership Program - Dallas, TX USA	
	<ul style="list-style-type: none"> - Nominated and picked as one of the 5 participants of a global talent pool. The purpose of this program was to identify high potential talents and develop them as the future leaders in the organization such as country, product or region managers. The scope of the program was diverse and designed to provide hands-on business management experience including financial controls, credit risk, branch/centralized based distribution management, marketing, audit, legal and compliance. 	
VICE PRESIDENT - CitiFinancial	INTERNATIONAL MERGERS & ACQUISITIONS (M&A) - Dallas, TX, USA	Jul'95 – Feb'03
 	<ul style="list-style-type: none"> - Led and managed the research, analysis, communication and evaluation process on potential international merger or acquisition opportunities and executed acquisition and restructuring transactions on behalf of CitiFinancial International, Citigroup's global consumer business headquartered in Dallas. - Managed 8 due diligence efforts which included: developing proformas and financial models projecting future performance of potential targets, spearheading multi-national due diligence teams with multi functions such as finance, marketing, credit risk, human resources and legal, facilitating management interviews, reviewing due diligence findings, finalizing valuation assumptions, and presenting recommendations to regional business heads, the CitiFinancial CEO and Executive M&A Committee of Citigroup in New York. - Participated in acquisitions in Japanese unsecured personal loan and European credit card businesses which exceeded \$3 billion. - Involved in new business developments launched in Latin America (Brazil), Central Europe (Poland, Slovakia), Europe (Denmark, France, Spain, South Africa, Turkey) and Asia (S.Korea). 	
EDUCATION	 <ul style="list-style-type: none"> - 2016 London Business School – Leadership Program, UK - 1993 – 1995 MBA in Finance – University of Dallas, USA - 1988 – 1992 BS in Business Management – University of Bilkent, Turkey 	
LANGUAGE SKILLS	<ul style="list-style-type: none"> - Fluent speaking, writing, reading in: English, Turkish - Beginner knowledge in: Spanish 	
ACTIVITIES & HONORS	 <ul style="list-style-type: none"> - Turkey's Call Centers Association - Vice President and Board Member - Rotary Club, Kadikoy Istanbul 2008 ~ Present - Board treasurer - Turkish American Association of North Texas 2001/2002 	
REFERENCES (Contact Info. Available Upon Request)	<ul style="list-style-type: none"> - Ersin Ozince - Chairman of Board of Directors of Isbank - Derya Hatiboglu - Executive Vice President of Vodafone - Murat Salar - CEO Azimut Investments 	