

EVREN DEREÇİ

4 Canal Park Apartment 409, Cambridge 02141, Boston, MA, USA
+1 617 866 7155, evren.dereci@sloan.mit.edu

EXPERIENCE

MIT SLOAN SCHOOL OF MANAGEMENT

Present

Sloan Fellows Class of 2013

MBA Candidate of the Sloan Fellows Program in Innovation and Global Leadership

AVEA GSM, TURK TELEKOM GROUP

2010 - 2012

Director

Sales Development and Planning

- Led development of commercial strategies for growth, created underlying business plans and structures.
- In charge of Sales Strategies, Business Development, Channel Performance Management, Sales Transformation Office, Sales Planning & Budget, Channel Incentives Systems, Business Process Improvement, Sales Technologies, Channel Quality Audit and Sales Support Functions which consisted of 90 professionals, 5 divisions, and 14 business units.
- Directly responsible for annual company target of over 7 million customer acquisitions to reach \$2 billion business size. Developed and executed sales transformation plan which achieved customer acquisition market share increase of 20% and company revenue increase of 18% compared to previous year.
- Managed sales budget of \$300 million.
- Managed the performance of the entire sales channels including 9 regional managers in cooperation with Field Sales Management.
- Executed analysis in order to manage and align performance levels of sales against market developments and corporate objectives.
- Promoted positive relations with business partners, vendors and distributors, which comprise of over 10,000 companies across all regions of Turkey.
- Executed international business development projects with China, Europe and Hong Kong.
- Designed and executed sales technology governance structure.

AVEA GSM, TURK TELEKOM GROUP

2010 - 2011

Director

Decision Support and Performance Improvement, Strategy Group

- Led the corporate strategy & strategic planning cycles of Avea and the Strategy Group.
- Designed the company decision-making process by establishing the governance processes from ground up. Chaired the steering committee for all decisions with over \$1.5 million budget impact.
- Drove 6-fold EBITDA growth by providing financial direction and guidance to the management team in strategic and commercial decisions to drive revenue and profitability.
- Managed relationship with the Turk Telekom Group Leadership Team and briefed them in regular business performance reviews and periodic meetings.
- Managed relationships with all VPs operating as a team member of their management teams.
- Advised and challenged the business units to set and deliver challenging operating and financial plans in line with corporate strategy.
- Improved revenue and contribution margin forecasting of the company by taking into account market trends and the commercial roadmaps for the first time.
- Contributed to development of the 3-year strategic marketing plan for customer segments with main KPIs and alignment with LRP.
- Established the business analytics strategy companywide and executed the roadmap.

VODAFONE

2008 - 2010

Senior Manager

Commercial Finance (Marketing, Sales, Customer Care)

- Took part in turn-around LRP for aggressive growth strategy. Annual revenue growth is achieved by 20% after the first year.
- Supported the executive team by preparing over 350 business cases related to commercial activities such as new pricing decisions, promotions, segment strategies, products & services and distribution strategy. Provided advice based on customer needs, differentiation priorities and value creation potential. 250 of these business cases were realized and annual revenue impact for the company is estimated at \$460million.

VODAFONE

2007 - 2008

Senior Manager**Finance Transformation and Compliance Program**

- Led the finance transformation program to align with best practice companies, streamlined processes for increased efficiency and cost saving.
- Executed value creating process re-designs to enable cost saving and to meet market requirements: new product & services development process, supply chain process.
- Improved internal control environment by making the company SOX compliant in less than one year

PRICEWATERHOUSECOOPERS

2002 - 2007

Associate Manager, Advisory Services

- Took part in due diligence, privatization, structuring and M&A projects as an advisor to foreign and local investors for buy/sell decisions in wide range of industries such as telecommunications, technology, energy, pharmaceutical and consumer products.
- Interviewed the executive management team of the target companies; understanding the key drivers of the business; and assessing the quality of the company's reported earnings, net assets and cash flows.
- Audited Turkey's largest 40 companies operating in a wide range of industries under various GAAPs in accordance with the unique approach which requires the analysis of the client's business environment and strategies to enhance efficiency in its business operations.
- Executed operational & financial analysis on companies with underlying business reasons and issued reports to the shareholders/management team about the company performance.

UNILEVER

1999 - 2001

Assistant Brand Manager, Marketing

- Assisted profitable growth in related customer groups through developing segment strategies.
- Monitored the best fitting product portfolio for each customer group with all elements of marketing mix.
- Contributed to the business growth through execution of marketing initiatives which achieved 37% profit growth in cash and carry operation and 18% sales growth in priority lodging sector.

EDUCATION

MIT SLOAN SCHOOL OF MANAGEMENT

2012 - present

MBA, Sloan Fellows Program in Innovation and Global Leadership

IMD, Switzerland

2007

Executive Development Program

CHAMBER OF CPA&CFA, Turkey

2002 - 2005

Certified Public Accountant and Financial Advisor

ISTANBUL UNIVERSITY

1997 - 2002

B.A. in Economics

PERSONAL

- Languages: Turkish (Native), English (Fluent), German (Intermediate)
- Interests: Basketball, Tennis, CMAS Certified Scuba Diver, Traveling, Movies, Reading