

ISMAIL EGILMEZ

BUSINESS DEVELOPMENT LEADER

+90 533 6687975

i.egilmez@gmail.com

/in/ismailegilmez/

Karsiyaka Dist. 554 Str.

No: 24

Golbasi / Ankara

Turkey



Profile

Senior business development and go-to-market leader with 15+ years of experience driving growth, partnerships, and strategic market expansion across SaaS, telecommunications, critical infrastructure, cloud, and enterprise technology domains.

Proven track record of shaping regional enterprise strategies, influencing C-level executives, building ecosystem partnerships, and leading complex, multi-stakeholder opportunities across EMEA. Combines deep technical background (Computer Engineering) with strong commercial acumen to position technology as a business and operational enabler for large enterprises.

Experienced in outbound deal creation, mission-critical operations, regulatory environments, and executive-level engagement, with hands-on exposure to enterprise customers.

Strategic Skills

- Enterprise & SMB Go-To-Market Strategy (EMEA)
- Business Development & Market Expansion
- Critical Infrastructure & Industrial Digitalization
- Executive Stakeholder Management (CxO / VP)
- Ecosystem & Partner Strategy (SI, ISV, Hyperscalers)
- Complex Deal Structuring & Techno-Commercial Value
- Regulatory & Compliance-Aware Engagements
- Cross-Functional Leadership (Sales, Product, Marketing, Engineering)

Experience (Summary)

Account Executive - EMEA / International,

Catchpoint — Remote (Ankara, Turkey)

Dec 2024 - Present

Business Development Representative - EMEA / International,

Catchpoint — Remote (Ankara, Turkey)

Apr 2023 - Dec 2024

Sales and Business Development Manager - Global Markets,

Thundra (Spin-off from OpsGenie / Atlassian) — Remote (Ankara, Turkey)

Nov 2018 - Apr 2023

Sr. Account Executive,
OpsGenie — Ankara, Turkey
Jan 2018 - Sep 2018

Account Manager,
Aria Telekom — Ankara, Turkey
Dec 2014 - Dec 2017

Business Development Team Lead,
Termopet — Ankara, Turkey
Oct 2012 - Nov 2014

Sales Executive,
Rumaillah Group — Doha, Qatar
Mar 2009 - Mar 2012

Education
Middle East Technical University
MBA, Business Administration and Management, 2019

Hacettepe University
M.Sc, Computer and Information Systems Security, 2015-2017

Baskent University
B.Eng., Computer Engineering, 2002-2008

TED Ankara College
High School Degree, Math&Science, 1995-2002

Certifications
Sandler Sales
Training - 2018

Force Management
Training - 2023

AWS Certified Cloud Practitioner
Oct, 2019

Cisco Certified Network Associate
CCNA - 2014

Occupational Health and Safety Specialist
C-Class Certified - 2013

Volunteer Experience
Al Jazeera Media Network Theatre
Actor - 2011

TEMA Foundation

Volunteer - 2014

TBD - Informatics Association of Turkey

Member - 2009

Personal Details

Date of Birth: 07/16/1984

Gender: Male

Nationality: Turkish

Marital Status: Married

Obligatory Military Service: Completed

Languages

English - Fluent

Turkish - Native

Experience (Detailed)**Account Executive - EMEA / International,****Catchpoint — Remote - Ankara, Turkey**

Dec 2024 - Present

- Owned and progressed enterprise sales opportunities across EMEA and global accounts, managing deals end-to-end from qualification to close in partnership with Sales Engineering.
- Led complex, multi-stakeholder sales cycles involving C-level, VP, and Director-level IT, Digital, and Operations leaders within large, mission-critical digital environments.
- Drove opportunity qualification, deal strategy, value articulation, and commercial alignment, ensuring clear business cases and executive buy-in.
- Forecasted and managed pipeline health, deal velocity, and close plans in collaboration with regional sales leadership.
- Worked cross-functionally with SEs, Product, Marketing, and Solutions teams to tailor enterprise proposals, demos, and value narratives to customer-specific use cases.
- Successfully closed and influenced multi-six-figure enterprise opportunities, contributing directly to regional revenue targets.
- Supported market expansion initiatives by opening and developing new enterprise accounts in previously untapped regions.

Business Development Representative - EMEA / International,**Catchpoint — Remote - Ankara, Turkey**

Apr 2023 - Dec 2024

Catchpoint acquired Thundra in 2023 and interviewed me as a BDR. I was qualified enough and given the responsibility of being the BDR for International sales. I carry a difficult target and manage to hit and exceed it month over month since I joined.

- Lead international enterprise business development activities across EMEA and global markets, supporting complex, high-value enterprise engagements.
- Influence and engage C-level and senior IT/Operations executives within large-scale organizations operating mission-critical digital infrastructure.
- Support regional sales and customer units with opportunity shaping, executive alignment, and funnel acceleration.
- Partner with AEs and SEs to successfully work pipelines from the ignition to the closing of the deals.
- Partner with marketing, product, and solution teams to refine enterprise value propositions and positioning.
- Contributed to multi-hundred-thousand-dollar enterprise deals by identifying stakeholders, shaping narratives, and aligning technical and commercial value.
- Actively supported market expansion into new regions, building pipelines in previously untapped markets.
- Recognized as a top-performing business development leader, consistently exceeding pipeline and opportunity creation targets.

**Sales and Business Development Manager,
Thundra — Remote - Ankara, Turkey**
Nov 2018 - Apr 2023

Thundra was born in OpsGenie and then spun off just before it was acquired by Atlassian. Thundra is a start-up backed up by a strong VC and I have multiple responsibilities such as business development, inbound and outbound sales, business partnerships, and content marketing strategy. I work closely with marketing, product and software development teams.

- Defined and executed global go-to-market strategy for SaaS and observability solutions across industrial and enterprise customers.
 - Built and managed strategic ecosystem partnerships with AWS, Microsoft Azure, Atlassian, PagerDuty, and global technology providers.
 - Engaged directly with large enterprises operating mission-critical systems, including aviation, telecom, retail, and industrial sectors.
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- Represented the company at regional and international industry conferences, positioning the organization as a thought leader.
- Influenced customer roadmaps and technology decisions through consultative, value-driven engagement.
- Led complex enterprise sales cycles, from early shaping to closing and post-sale expansion.
- Reduced churn from 30% to below 5%, demonstrating strong long-term customer value creation.

**Sr. Account Executive,
OpsGenie (Atlassian) – Ankara, Turkey**
Jan 2018 - Sep 2018

OpsGenie is a modern incident management platform for operating always-on services. It had been acquired by Atlassian in 2018.

Being an Account Executive, I had a quarterly international sales quota and I was assigned to manage an international team in Turkey comprised of Sales Development Representatives. This role was a pure challenging sales position where I was competing against another sales team among the company in the US. Me and my team hit our sales quota every quarter consecutively and beat the other team every other quarter.

My responsibilities were:

- Drive and manage the entire sales cycle as a self-starter starting from the first call advancing through the stages until closure.
 - Making sales calls with prospects, driving and maximizing sales opportunities across the company.
 - Responsible for the achievement of monthly, quarterly and annual sales goals.
 - Explain to customers the business benefits of the product, close and maximize up-sell deals.
 - Educate the prospects to let them discover their needs for the product or service.
 - Create sales pipelines by creating deals out of the meetings held with prospects.
 - Build and maintain relationships with prospects and internal multiple stakeholders to grow and close new business at or above target.
 - Generate, manage and maximize opportunities and pipeline value, deliver accurate forecasts using CRM tools.
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- Maintain constant knowledge of market conditions and competitive positioning and activities.
 - Cold calling (approx. 200/day), prospecting and lead generating a list of contacts to set up next-step qualification calls and demos.
 - Detect the decision makers on the prospects side and plan a strategy on reaching them out.
 - Clearly presenting the key benefits of our products to decision makers at prospective client companies.
 - Carefully handling common objections to direct prospective clients to an in-depth discussion for a next step meeting.
 - Qualify opportunities for the next stage with B.A.N.T criteria and Sandler methodology.
 - Executing data-driven messaging experiments to refine the company most effective market messaging.
 - Followed up with the Customer Success team and ensure the closed deals are successful with their business and benefit.
 - Intake client feedback and inform the product roadmap.

**Account Manager,
Aria Telekom — Ankara, Turkey**

Dec 2014 - Dec 2017

Aria Telekom is an international telecoms voice carrier.

When I joined Aria, I was not assigned any accounts to manage but asked to build my own relationships. By the end of my first year I added new international partnerships into my portfolio such as Vodafone, Orange, At&t, Verizon, Etisalat, Telefonica, China Mobile, Deutsche Telecom and also small and mid sized voice&data carriers. Every quarter I increased the revenue of the company over %10 and every year I added more than \$2,5M revenue.

My responsibilities were:

- Drove direct engagements with CxO/VP level directors and built strong relations with them to establish partnerships.
 - Interacted directly with the customers' technical staff such as developers or architects for problem solving and initiating or retaining the business partnerships.
 - Daily interaction with customers' sales team, mainly with account managers to maintain two-way business relationship.
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- Created a go-to-market strategy every year to set and achieve business goals.
- Built strategical relationships and consensus with customers cross-organizational departments and conveyed the value proposition to come over business, product and technical challenges.
- Held in-house cross-department strong relations with Finance, Legal, Technical, Sales, Marketing, Business Development and Management.
- Prepared tailor made carrier service agreements for international partners and ensure that all procedures have been implemented successfully and correctly before partnership launch.
- Financial follow up with partners to keep exposures in the minimum, balance the receivables and payables.
- Solid technical, product and business knowledge and taught in-house and respective person on the customer side. Kept fresh knowledge about market and industry trends, competitors and leading strategies.
- Executed private big deals with key international customers and made sure the deadlines are achieved and profitability is maintained.
- Attended and represented the company at international conferences in the USA, UK, Germany, Dubai, Russia and etc.
- Prepare and analyze in depth weekly/monthly/quarterly reports, take necessary actions, negotiate and close business deals on daily basis.

Business Development Team Lead,**Termopet — Ankara, Turkey****Oct 2012 - Nov 2014**

Termopet is an oil&gas main dealer who has branches and customers all over Turkey.

After the customer (dealer) was added to the company portfolio by the field sales representatives I was responsible to look after all the technical requirements of the customer from scratch. I lead a team of five technical support executives and was responsible from their trainings.

I was the main connector between Termopet, the customer and the government's energy market regulatory authority providing the data flow. I was responsible for 7/24 technical support after sales and troubleshooting.

My responsibilities were:

- Teaching, guiding and working with potential and existing customers to ensure their technical compatibility for the regulations.

- Ensuring customers technical automation systems are working without any problem. Conducting with and driving the main service provider in case of any incidents.
- Training and educating the potential and existing customers regarding the automation system operation on the stations.
- Pursue the relationship with the vendors and keep the customer support business line up and running.
- Manage a team of five people who deals with corporate identity & investment solutions, purchasing, lubricants and web solutions.
- Troubleshooting the customers' problems by coordinating the vendors and field team within short period of time being tied up with tight SLA's.
- Ensuring the hourly, daily, weekly, monthly, quarterly, annually reporting sent to the government's energy market regulatory authority is done without any problem.
- Build and maintain relationships with government's energy market regulatory authority officers to make sure and double check that the reporting is done without a problem.

**Sales Executive,
Rumaillah Group — Doha, Qatar
Mar 2009 - Mar 2012**

Rumaillah Group is one of the oldest companies in Qatar. It has 7 companies mainly serving the construction and maintenance industry.

I worked for two companies of the group holding sequentially. I had two key responsibilities which were bringing new, profitable, and long lasting customers and build relationships with the consultancy companies to get our products specified for tenders.

I handled customer accounts at a variety of small, medium and enterprise sized by maintaining support on project basis. I contributed to expand the revenue by meeting my sales quota every quarter sequentially.

My key responsibilities were:

- Building strong personal relationships with the key personas in consultancy companies as well as main contractors of the targeted projects.
- Getting the company specified in the tender documents. Bidding in to the tenders.
- Cold calling, prospecting and lead generating to gain new customers.

- Convincing prospects to purchase product using door to door persuasive techniques.
- Following up door to door interactions with phone calls and visiting the prospects frequently and collecting payments from monthly paying customers.
- Attending product training classes to develop superior product knowledge so as to be able to handle customer queries better.
- Delivering accurate forecasts and completing administrative tasks and records.