

Muzaffer İNCEGÜL

Address: Alacaatlı Mahallesi 3415. Cad. No:3 B Blok No:17 Yaşamkent Çankaya / ANKARA

Cell: (530) 496 32 12

E-mail: mincegul@gmail.com



JOB EXPERIENCE

HENKEL TURKEY, İstanbul, Automotive, Aftermarket

Vehicle Repair & Maintenance Country Sales Manager TR (Jan 2021 – Present Day)

Details :

- To manage Sales operations through Distributor & OES and Glass fitter Channels for Automotive Independent Aftermarket with 9 Area Sales Engineers (Direct Report) & 1 Technical Application Engineer (Indirect Report) & 1 Marketing Product Manager (Indirect Report)
- To define Team & individual Sales and Profitability Targets on Quarterly and annual basis and implement strategies for the team to achieve mentioned goals; additionally setting up ambition targets (personal trainings, e learnings, project development, personal skills) in order to maximize the individual contribution of the sales person and to provide self-motivation for successfully handling any possible obstacle ahead his/her career.
- To develop team's individual performance and its development process to upskill the team individual, encourage to self-improve in terms of customer relations, target settings, sales excellence, usage of technology and value selling perspective.
- As member of VRM EEIMEA Leadership Team, to contribute to the region's strategic development by defining necessary measures that increases Henkel's market share and reputation in Automotive Independent Aftermarket
- To collaborate with marketing for organizing quarterly / half yearly / seasonal campaigns based on the market segments and requirements.
- To upskill both sales team and customers by online & hands on trainings to adapt the newest market and sector trends.
- To set up operational plans for each channel to have the best sales and sales project pipeline that secures sales & profit targets.
- To Participate in joint partner activities for enhancing customer commitment and loyalty such as partner meetings, sector trade shows, sponsorship activities, plant visits, etc.
- Monitoring net profit, receivables, financial balance by getting necessary support from finance and controlling departments; avoiding any incompliant and outlaw activity by regularly consulting with the legal department.

- To continuously be aware and informed about updates in the automotive aftermarket; get connected with the major sector players to increase agility to any necessary change or adaptation in the sector.

Regional Sales Manager Vehicle Repair & Maintenance / OES EEIMEA (June 2018 – Jan 2021)

Details :

- To create OES awareness and implement Henkel Global Target Account Strategy all around the Eastern Europe and IMEA Region.
- To participate in the Global OES Management Team, define and decide to implement OES Strategies by using Henkel OEM knowhow and Global footprint on Vehicle Repair & Maintenance
- To improve collaboration between EEIMEA countries in terms of information & critical success factor share.
- To collaborate with Regional Marketing to enhance OES product management, competitor analysis and Sales excellence.
- To focus on Target Accounts and Increase Collaboration through VRM OES Network
- To expand EEIMEA OES Network with leveraging Local and Global OES Projects to all EEIMEA Countries
- Responsible from Sales, Profit of the VRM OES business in Turkey in conformity with the VRM Turkey's general sales & marketing strategies
- To ensure, Global OEM & OES product, technology and application approvals are acknowledged and being effectively used in all EEIMEA Countries.
- To upskill the OES dedicated sales force through hands on & online trainings in order to present the best solutions to OES Partners in EEIMEA

Vehicle Repair & Maintenance OES Sales Manager TR (June 2018 – Jan 2021)

Details :

- To collaborate with Global / Regional OES Teams, apply and direct new approaches to adopt contemporary dimensions in the OES market.
- Responsible from Sales, Profit of the VRM OES business in Turkey in conformity with the VRM Turkey's general sales & marketing strategies
- To coordinate the actions (visit / price action / negotiation) of other 8 territory sales on OES accounts and services. Provide monthly sell out reports (OES HQs to related workshops) to assist monitoring the regularity and sustainability of sales.
- To manage OES customers with a full responsibility of pricing, marketing activities, product range decision, market segment analysis and application.
- To train OES Accounts and their staff related with the existing range of products, organize both online / hands on trainings; could be in OES training centers or in VRM Training and Application Center.

- To implement new products launches with a full responsibility in his responsible customers.
- To find new OES customers and new applications by means of organizing general VRM MRO works in OES workshops and in OES network meetings.
- To develop and keep all high-level customer contacts.
- To decide and implement Marketing Activities (fairs, promotional campaigns, advertisements...) together with Marketing Group.
- To implement the global product specifications to local market and manage local approvals to be implemented to the global.
- To make regular visits to OES workshops in territories to support sales field team to increase sales/profit in OES accounts.

GROUPAUTO TURKEY, İstanbul, Automotive, Aftermarket

Business Development Manager (November 2017 – June 2018)

Details :

- To ensure that the professional central purchasing / billing, logistics and related services provided by Groupauto Turkey, one of the biggest Automotive Aftermarket Purchasing Groups, is effectively used and taken advantage by Groupauto Turkey's Business Partners in order to maximize their benefit in the market.
- To collect annual purchasing targets from Business Partners of each Groupauto International Supplier Brands by taking Groupauto Business Partnership Criteria into account, to monitor monthly Purchasing performance of each Business Partner, to take necessary steps in accordance with target – result ratio, and maintain Business Partners' purchasing performance at a sustainably high level.
- To increase the purchase ratio of Groupauto International Supplier Brands within the overall purchase of Groupauto Turkey Business Partners, and to maintain this ratio at a sustainable level.
- To bridge connection between Business Partners and Supplier Brands, organize Supplier visits in order to increase the business in terms of brand and product, and to carry out new business development models.
- To inform Business Partners about sales campaigns of Suppliers, and to ensure that the Business Partners take the advantages of related sales campaigns at the highest level.
- To interview with the Candidate business Partners, prepare and submit evaluation reports to the board in order to advise how qualified the Candidate is to be an actual Business Partner of Groupauto Turkey, to present the new Candidate in Business Partner Meeting, to and prepare the Final Agreement Draft if the evaluation result is positive.
- To represent the company by participating in national / international fairs and meetings.

BERNER ENDÜSTRİYEL ÜRÜNLER SAN.TİC.A.Ş., İstanbul, Automotive & Construction

Key Account Manager, Division Automotive (September 2013 – October 2017)

Details:

- To establish and carry out sustainable relations with Key Accounts and Brand Distributors with Central Agreements (such as Ford Otosan, General Motors Türkiye, Kia Çelik Motor, Honda Türkiye, Hyundai ASSAN, Nissan Türkiye, Otokoç, Karsan, Borusan, Arkas, Euromaster, Decathlon, etc.).
- To organize meetings with Key Account Customers and Distributors with central Agreements in order to create and conduct seasonal sales campaigns; follow up with Berner Turkey Sales Team to ensure that the related campaigns are applied successfully on the field.
- To renew the Central Agreements with Brand Distributors, update the certified price list by taking Berner sales/ profitability target and market conditions into account and seek to make new central agreements.
- To visit executives of Authorized Dealers with Central Agreements all over Turkey in order to discuss and increase Berner service quality, do sales talk in order to Support the Sales Team when necessary.
- To collect all the feedback, and update Authorized Dealer Sales Analysis Report and submit to Division Manager every week.
- To share all feedback from the field with Marketing Department and advice for future sales campaigns that would contribute to increasing Berner Turkey turnover
- To get and keep in contact with all Key Account Customers besides Distributors with Central Agreements to introduce Berner Turkey product range and boost Berner Sales and Customer Portfolio.
- To represent the company by participating in national/international fairs and meetings.

Geomarketing Project Manager (April 2015 – October 2017)

Details:

- To set up Sales Team's monthly sales and cashing tours by using a particular Tour Planning Program (integrated With SAP ERP) by combining Geographical Features and Sales Potential of Customer Database.
- To Supervise and consult Berner Training Department with Geomarketing Tour planning and Device / Mobile Application training.
- To keep in contact with Berner Trading Holding CRM Department for updates and news about Geomarketing, and to participate in international workshops and meetings.

Sales – Marketing Management Trainee (April 2012 – September 2013)

- I. **Product Management Assistant Specialist – Automotive Division, İstanbul (February 2013 – September 2013)**

Details :

- To Prepare Automotive Division Monthly Sales Campaigns based on sales/profitability target and feedback from the sales team on the field, monitor sales statistics in terms of product range.
- To update Automotive Division Price Lists (Independent Workshops, Authorized Dealers, Authorized Dealers with Central Agreement) and share with Brand Distributors with Central Agreements.
- To collaborate with Marketing Department of Berner Holding in order to learn and share new product range and applications with Sales Force on the field by updating the Product Catalogue.
- To answer the questions about technical information usage of Berner Products, that are raised by the Sales Team, and to get in Contact with Holding Marketing Department and receive more information when necessary.
- To prepare Sub – Product Range Catalogues and Flyers for Sales Team in order to provide detailed information about particular product groups for Customers.

- To Assist Marketing and Product Manager in terms of Market Research, Competitor Analysis, enhancing Product Range; organize monthly Product Workshops, in which related issues are discussed with Sales Executives.
- To prepare daily / weekly sales actions with overstock product range and with competitive price in order to boost sales and stabilize stock management.

II. Sales Representative, Division Automotive, Ankara (April 2012 – February 2013)

Details:

- To visit customers of automotive business (Independent Repair Shops, Authorized Dealers, Vehicle Inspection Stations, etc.) in order to detect and create product needs and answer those needs with Berner product range (engineering and automotive products, hand and power tools, PPE tools and consumables).
- To submit daily, weekly, monthly reports to Area Manager in order to present customer visits (sales and cashing) sales and cashing success, recent active customer number.
- To submit monthly evaluation report in order to present new ideas, current market affairs, competitor analysis, potential opportunities, and threats.
- To coach new sales representatives (as part of Management Program) in terms of customer visits, need arousal and product range presentation skills, and to contribute to their development as an efficient sales team member.

LITTLE BIG JEANS U.S.A. BRANCH, UNITED STATES, New York City, Textile

Production Planning and Organization Specialist (November 2009 – October 2010)

Details:

- To provide new Denim and Sportswear samples from Turkey to U.S.A office, receive and forward all sales orders from Showrooms and sales reps. In U.S.A to Turkey, organize production plan and follow up with the plan.
- To follow up with NOS (Never out of Stock) Products and prepare weekly purchase orders with General Manager Approval.
- To send new season samples to sales reps. all over U.S.A. and collect feedbacks before annual sales meetings. Organize these mentioned sales meetings and provide all needs such as, products to be presented and male / female models.
- To prepare and organize LTB Jeans samples and booths for fashion shows that take place all over U.S.A., contact local modeling agencies to hire male / female models for fashion shows to present products, represent the company at national/ international meetings and events.
- To manage Web page sales, send weekly stock reports to the web responsible, examine return orders and take necessary precautions to avoid future return orders.
- To visit the Store in Soho, New York City to hand over pay checks and do the weekly inspection, report to General Manager about recent news and problems.

INTERNSHIPS

- **ASSOCIATION OF TURKISH AMERICAN FEDERATIONS – TURKISH CONSULATE,**
New York, United States, Non-Governmental Organization (August 2009 – November 2009)

- **YAKUPOĞLU LEATHER AND TEXTILE INDUSTRIES**
Ankara, Textile (July 2008 – August 2008)

CERTIFICATES AND EXAM RESULTS

- **DANGEROUS GOODS SAFETY ADVISOR**
TURKISH MINISTRY OF TRANSPORT MARITIME AFFAIRS and COMMUNICATIONS, ANKARA - 01.02.2016
- **MID – LEVEL FOREIGN TRADE SPECIALIST CERTIFICATE (APPROVED BY MINISTRY OF EDUCATION)**
SUN AKADEMİ, ANKARA - 01.01.2013
- **TEST OF ENGLISH AS A FOREIGN LANGUAGE (TOEFL)**
EDUCATIONAL TEST SERVICES, USA - 05.08.2011
SCORE: 100
- **PROFESSIONAL CAREERS TEST**
NEW YORK STATE DEPARTMENT OF CIVIL SERVICE - 17.03.2009
SCORE: 85

EDUCATION

- **2004 – 2009**: State University of New York at Binghamton, Bachelor of Science Degree at Political Science
- **2004 – 2009**: Middle East Technical University, Faculty of Economics and Administrative Sciences, Global Politics and International Affairs
- **1996 – 2003**: Ankara Atatürk Anatolian High School

FOREIGN LANGUAGES

English : Advanced
German : Beginner

COMPUTER SKILLS

- Promax (ERP)
- Micro (ERP)
- SAP (ERP, BW)
- PTV Map And Market (Sales Force Optimization – Tour Planning)
- Microsoft Office Programs

CLUBS AND ASSOCIATIONS

- Federation of Turkish American Associations
- The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats
- Middle East Technical University Turkish Folklore Club
- Middle East Technical University Foreign Policy and International Relations Club
- Henkel Music Club

SOCIAL ACTIVITY

- Ankara University Summer Camp Group and Swimming Trainer
- Ankara University Basketball Camp Assistant Coach
- Middle East Technical University Foreign Policy and International Relations Club Board Member
- Middle East Technical University Turkish Folklore Club Organizations Committee Member

PERSONAL INFORMATION

- Date of Birth – City: 01/07/1985 - Ankara
- Single – Citizen of Turkish Republic
- Driving License: B
- Military Service: Exempted
- No Travel Restriction

REFERENCES

To be submitted due to demand. (National / International)