**CANDIDATE**

DİLEK SİVRİ

**PERSONAL DETAILS**

**LOCATION**

Istanbul

**QUALIFICATIONS**

Istanbul Technical University, Istanbul, Turkey (2012-2014)

Business Administration and Technology Management

Istanbul Technical University, Istanbul, Turkey (2005-2010)

Bachelor of Science in Chemical Engineering

**CAREER SUMMARY**

**Key Account Manager Turkey & Middle East and Greece, Powder Coating Resins**

**Covestro (Feb 2023-present)**

* Global responsibility for one of the biggest global key account for powder coatings
* Responsible for powder coating producers in Turkey, Greece and Middle East incl. Israel and
* Pakistan.
* Develop and execute a sales plan for the area of responsibility, both strategically and tactically.
* Set up, coordinate & execute specific Accounts tactics & plans to realize pre-defined/agreed sales
* and overall customer relationship objectives, both for the short- and long term.
* Identify long term business opportunities with the account(s) and include these in the account
* strategy and plan.
* Lead contract and price negotiations with the respective accounts and ensure the conclusion of sales
* contracts and price levels within the agreed price volume targets.
* Responsible for the route-to-market approach, including the selecting and building up the
* agent/distributor network where necessary.
* Build sustainable cross layer networks in the defined accounts by both direct engagement and by
* positioning key stakeholders to the right level in the account to speed up development and brick wall
* running business.
* Monitor and benchmark competitive products, market requirements and competitive business
* strategies (competitive profiling) and incorporate benchmarking and competitive profiling in account
* and sales plans.

**Account Representative, Coatings & Adhesives and Elastomers**

**Covestro (Aug 2016-Feb 2023)**

* Responsible for account management activities both commercially and technically in Coatings,
* Adhesives and Elastomers
* Developing long term customer relationship to increase market share of the company
* Leading distributor to improve business potentials and market penetration of the company
* Seeking for new business opportunities for both existing and potential customers

**SUMMARY**

Highly motivated and goal-oriented young professional committed to pursuing a long term career in Sales and Business Management. I believe my experience, personal traits, skills and competencies like integrity, adaptability to change, agility, curiosity, quick learner, easy to communicate and hardworking will meet the necessities of the positions in sales and business development.

For further information please contact Jan Johnston on 01695 570 696 or email janj@johnston-vere.co.uk