

PRODUCT MANAGER - NATIONAL & REGIONAL CHAINS

Career Focus

Motivated Marketing/Product Manager with over 20 years marketing and product development experience, enabling startup and established companies to increase leads and revenue.

Summary of Skills

- Product management
- Project management
- Strategic planning
- Business development
- Budgeting
- Microsoft Operating systems and its associated software such as Microsoft Word and Excel.

Accomplishments

Sales and Marketing

- Increased annual gross sales by up to 15%.
- Developed and implemented business strategies delivering volume and margin growth
- Opened 3 new stores contributing to revenue/profitability
- Managed budgets getting more value for the money invested

Product Roll-Out

- Introduced new products to the market with marketing support
- Added value to raw material to bring in additional margin

Professional Experience

Product Manager - National & Regional Chains

July 2012 to October 2015 Bimbo Bakeries Usa - Kennesaw, GA

- Managed P&L through pricing and cost management. Margins have increased by 20%.
- Had a leading role in creating Foodservice Strategy and its implementation.
- Implemented processes to increase efficiency and profitability
- Lead project teams delivering new products or changes to current products based on customer needs.
- Through working with different business divisions added value to existing raw material.
- Brought a wholesome approach to projects by bringing sales, marketing, R&D and Culinary teams together.

Marketing Manager - Foodservice

September 2011 to July 2012 Safran Group - Wall, SD

- Create and implement the strategy and business plan for food service segment.
- Establish Harvest Provisions as a food service brand.
- Understand the needs of sales team and provide training and support increasing engagement
- Created the first Harvest Provisions K-12 brochure as well as prepare the brand and the K-12 line for its first SNA show.

Brand Manager - Sterling Silver Premium Meats

August 2007 to September 2011 Cargill Beef - City, STATE

- Branding and marketing of Cargill's premium beef brand
- Achieved higher brand awareness and reach through developing/ implemented brand positioning, brand messaging and brand strategies.
- Determined yearly business objectives and business plans to reach those objectives. Results was year over year growth in volume.
- Increased number of customers by working with sales team, identifying prospective customers and creating strategic plans to achieve results
- Increased engagement for the sales team and for the customer teams by creating tools and trainings to educate and get ownership of the brand.
- Create new products, new packaging and new labels to grow the brand and meet consumers' needs.
- Manage food service loyalty programs: Signature Club and Sterling Silver Signature Chefs Program which played a significant role in brand positioning.

0-12 Brand Manager

April 2004 to July 2005 United Colors Of Benetton - Turkey - City, STATE

- Increased the brand presence in the Turkish market by choosing the right collection, presenting to the customers, pricing, store presentations and merchandising.
- Managed inventory, budgeting, PR, and advertisement activities.

Sales & Marketing Manager

September 1999 to November 2003 ATM Dis Ticaret Ve Pazarlama Ltd. Sti - City , STATE

- Managed all aspects of business for Joker Stores including purchasing, marketing, sales, customer relations, human resources, budgeting and price policies of all different baby products from toys to furniture.
- Managed brand managers as well as store managers, creating synergy between 2 teams to increase engagement and sales
- Increased sales by improving current stores sales as well as opening new stores. Opened 3 stores in 2 years increasing total number of stores to 8.

Brand Manager - Mattel Toys

May 1997 to August 1999 ATM Dis Ticaret Ve Pazarlama Ltd. Sti. - City , STATE

- Responsible for purchasing, marketing, strategic planning, pricing, and distribution of all Mattel products.
- These products include such brands as Barbie, Hot Wheels, Scrabble, Fisher Price.
- Attend all major international toy fairs.
- Responsible for choosing the product range for import to Turkey.
- Responsible of coordination of public relations and advertising agent and media buying company.

Sales & Marketing Manager

October 1996 to April 1997 Toys R Us - Turkey - City , STATE

- One of the core team members in the opening of first 2 Toys R Us stores in Turkey, Carousel (Bakirköy) and Izmit Outlet Center.
- Received an intense 1-month training at Toys'R'Us stores in Canada and United States and headquarters in New Jersey as well as attending major toy fairs.
- Competitive pricing, buying local merchandise as well as merchandising of these items and creating inserts for promotions were among some of the responsibilities.

Education

B.A. Degree : Economics , June 1993 Marmara University - City

Economics Focus of Study included Marketing, Management and Organization, International Economics

Exchange Program : 1989 Warrior Run highschool - City , State

Selected and participated in the AFS program in Senior year of Highschool in Watsonstown, PA.

High School Diploma : 1988 American Academy For Girls - City , Turkey

Exchange Program Beloit College - City , State

Selected by the Economics Department to attend a full scholarship exchange program in Beloit.

Also accepted for an additional semester for an Honor's Term by Beloit College as first exchange student.

Skills

Agency management, branding and marketing, budgeting, business plans, customer relations, marketing plans, presenting, product manager, product management, project management, promotion, sales analysis, strategic planning, language - Turkish