**Mustafa Cagri** **Sucu**

Senior Manager, International Sales & Services

**Date of birth 05 1980**

**Turkey – United Kingdom**

#### LinkedIn <https://www.linkedin.com/in/mcagrisucu/>

#### Voice & Mobile & Data Services expert with experience in the international wholesale industry.

#### Strong at intercultural coordination, sales, business development, competitive analysis, scenario-thinking, due diligence, out-of-box thinking, extensive know-how in fix/mobile communications.

**Experience**

#### 2013-present

**Senior International Sales & Services Manager *Turk Telekom***

**Responsibilities: Wholesale Voice & Mobile Services**

* Led international voice, roaming and SMS operations
* Managed the commercial relations with Carriers (fixed, mobile, ISP, OTT, platforms)
* Developed and consolidated the turnover of accounts for the portfolio of international carrier products
* Budget preparation, actual/budget analysis, set team KPI’s, managed performance reviews and staff motivation
* Optimized costs for the termination of international products and ensure all group companies are in line with the targets
* Proposed a commercial strategy for each country manager considering market and regulatory changes as well as evolution of existing costumers
* Managed the voice & roaming trading activity development
* Coordinated and managed international voice products within the company such as campaigns, tariffs, market entry
* Negotiated and updated bilateral agreements, managed contracts with current and potential customers
* Coordinated operational teams for implementation of new products /services and ensure services are up and running with the required SLAs
* Participated in various international conferences, organized business meetings and gave presentations
* Led the team for integrating a system for all voice products (Linxa) & roaming analytics tool (nextgen). Organized a team for int’l customer satisfaction and set the processes for complaint management.
* Reporting in all levels (P&L, service level, KPI and bonus reports & market share/targets)

#### 2010-2013

**International Managed & Integrated Services Manager *Turk Telekom***

**Responsibilities: Managed & Integrated Services**

* Lead international managed services contracting process and ensure all contracts are high quality, clear and straightforward
* Performed business review on all SOWs, change orders and other related agreements
* Supported sales teams for both data & voice services
* Managed pricing processes with acceptable margins based on management approved guidelines
* Provided internal and external marketing for new managed services portfolio
* Ensured consistent delivery of financial, technical, and customer support efforts for all customers
* Annual budgets and quarterly forecasts, reporting directly to head of int’l
* Analyzed Albtelecom and Eagle Mobile’s commercial and financial position in Albania & Balkan Market for board. Participated the due-diligence and acquisition process of Albtelecom.
* Participated the due-diligence and acquisition process of Invitel deal which has 221 Million Euro transaction value.

#### 2005-2010

**Senior Account Manager *Turk Telekom***

**Responsibilities: International Wholesale Voice**

* Marketing and selling international wholesale voice solutions
* Responsible for the further development of customer portfolio and interconnects
* Managed relationships with assigned key operators and interacted at all levels within the customers' organizations
* Coordinated the operation end-to-end implementation of contracts from negotiation to full service deployment
* Proposed new feasible ideas for further product development based on industry and customer feedback
* Voice trading, swap deals, bilateral agreements, full P&L responsibility for more than 30 int’l (~4 B minutes & ~€ 80 mio a year) and 15 domestic accounts (~300 M minutes & € 20 mio a year)

#### 2003-2004

**Export Sales Manager *International Glass Manufacturing Co.***

**Responsibilities: Export Sales Manager**

* Responsible for driving sales into countries where no subsidiaries exist
* Senior relationships within key customers
* Responsible for approximately 50% of global turnover
* Knowledge of export procedures and regulations
* Preparing price offers and follow-up customer orders
* Planning and implementing sales activities in line with the company export sales strategies

#### 2002-2003

**Marketing Expert *KT Investment Bank***

* Ensure and maintain the continuity of existing customer relations
* Identify potential customers within specified sectors
* Make necessary reports regarding the sales results realized
* Contribute to the product process by following the trends, changes and developments in the sector
* Increase credit volume of existing accounts
* Plan and make customer visits according to the budget goals

**Education**

#### 1998-2002 Istanbul Technical University

* BSc, Management Engineering

#### Management Engineering is a scientific discipline, which designs, implements and/or develops models, processes and systems by considering the engineering relationships between the management tasks of planning, organizing, leading and controlling and the human element in production, research, marketing, finance and other services.

**2012-2013 İstanbul University**

* MBA, Business Administration (perception management)

2018**-**2021 **Karatay University**

* Ph.D. in Business Administration (churn in mobile markets & NBO)

**Skills**

Leadership

Salesforce

Product Management

Value Added Services

New Business Development

Contract Management

Negotiation

Careful Data Analysis

Efficient Problem Solving

Eagerness to learn and grow

Proactive, a self-starter

Strong organizational skills

Can-Do Attitude

**Awards**

Turk Telekom Europe Project

Turk Telekom Linxa Project

Turk Telekom Int'l Wholesale Awards

Corporate Marketing KT Investment Bank

Ranked in top 200 at the national university exam

Outstanding achievement scholarship (İstanbul Technical University)

Tubitak Maths Olympics

Various Sporting Awards

**Hobbies and Interests**

International travel

Team or individual sports

Mountain biking

History

Nature

Agricultural activities

Community service