

BURÇAK BAŞKAN

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STRATEGIC MARKETING EXECUTIVE

- Strategic Marketing Executive with over 20 years of overall experience in electronics, retail, automotive and services industries
- Skilled at achieving profitability and sales growth
- Responsible for managing \$50,000,000 business
- Have led teams of up to 10 direct reports with over 180 indirect reports
- Provided leadership in multiple restructuring projects

SUMMARY OF STRENGTHS

Business Development • Marketing Strategy • Business Strategy • P&L and Operations Management • Organizational Redesign

PROFESSIONAL EXPERIENCE

Karland Otomotiv AŞ

2007 – 2009

Strategic Planning Manager

Karland, a member of Kıraca Holding, is the leading distributor of automotive spare parts for the independent aftermarket, distributing over 20,000 SKUs through its dealer network and stores.

Joined company to assist in its restructuring efforts to meet new market challenges. Restructuring included reassessment of the entire product line, supply chain management, distribution network, internal IT systems and human resources.

Key Responsibilities:

- Developing and maintaining strategic plan for company and monitoring performance through KPIs
- Mapping and improving business processes, focusing on product line management and supply chain management
- Project management for all new initiatives such as ERP implementation, inventory optimization
- The position reports to the General Manager

Key Achievements:

- Developed KPIs, executive dashboard and performance management system.
- Mapped and led teams to improve business processes for order processing & fulfilment, dealer risk management, supply chain
- Launched the first prototype retail store in Maslak and planned for four more stores. Work included training of sales team in retail operations, store inventory management, selection of retail software. Store reached breakeven in less than 6 months.
- Acted as project manager for Oracle ERP and Minerva ERP implementations. Oracle modules included Advanced Procurement, Human Capital Management and Financial Management. Minerva ERP was chosen for retail store operations and included Sales and CRM modules as well as custom-designed modules.

alisveris.com

2006 – 2007

Managing Partner

alisveris.com is a multi-category internet retailer

Key Responsibilities:

- Responsible for starting and growing this e-store from ground up
- Held full strategic planning and P&L management responsibility.
- Establishing and maintaining relationships with banks and suppliers
- The position reports to the Board of Directors

Key Achievements:

- Spearheaded the design of revolutionary e-store software that included industry-first features like automated sourcing, customer-ERP-linked order processing, clickable credit card entry
- Reached seven categories including home electronics, cell phones, office supplies, books, music and dvd, security systems and car accessories, totalling over 10,000 SKUs and 15 suppliers, in six months
- Established virtual-POS agreements with banks – a rare privilege at the time

United Parcel Service

2002 – 2004

District Manager

UPS is an international courier service with global revenues of over \$54 billion.

Joined company to contribute to the merger of the local agency with parent UPS Worldwide.

Key Responsibilities:

- Developing new customers while continuing relations with current customer base
- Supervising of 5 local branches and one major shipping hub.
- The position reports to the General Manager and manages a workforce of 180 employees including branch managers, sales team, operations teams, motorized and pedestrian couriers

Key Achievements:

- Achieved 30% revenue growth and 40% international package growth.
- Developed the single office into a 5-branch district with its own distribution hub.
- Developed courier services, routes and shipping organization for Istanbul Anatolian side domestic package services
- Repeatedly recognized as the fastest-growing and most profitable district in UPS Turkey

Bilkom AŞ (Apple Turkey)

2000

Marketing Manager

Bilkom was the sole distributor of Apple computer products in Turkey.

Key Responsibilities:

- Planning and organizing marketing and PR activities for Apple brand in Turkey.
- Product line planning, pricing and campaign management of Apple products and related accessories
- Maintaining close relations with Apple fans through social media
- The position reports to the General Manager

Key Achievements:

- Ignited stagnant sales by reassessing cost structure, providing financing options and successful campaigns
- Cleared obsolete inventory and provided financing for fresh and more modern products
- Prepared highly-anticipated joint campaign with Microsoft

Teknosa

1998 – 2000

Teknosa is Turkey's first electronics retail chain. It was initially established as a working division under Pilsa Plastik to distribute Sharp Electronics products but later evolved to a retail store chain starting out under the Directshop brand, later becoming Klik and finally Teknosa.

Business Unit Manager - Radioshack

Key Responsibilities:

- Conduct negotiations and finalize franchise agreement for Radioshack retail operations in Turkey
- Select and train sales team in products and Radioshack operations
- Full strategic and P&L responsibility for Radioshack business
- The position reports to the General Manager

Project Manager - Teknosa

Key Responsibilities:

- Develop and present feasibility plan for electronics retail chain stores
- Develop retail concept including average store size, product and brand range, expansion plans for the first 50 stores

Product Group Manager – Sharp Electronics

Key Responsibilities:

- Product procurement and sales planning of Sharp Electronics products consisting of TV, audio products, video products, video cameras and notebook PCs.
- Joint management of \$1,000,000 advertising budget with other product managers
- Negotiate distribution and purchasing agreements with Sharp Electronics
- The position reports to the Marketing Manager and has three reporting assistant product managers

Key Achievements:

- Introduced Sharp brand to the market and grew electronics business to \$50,000,000 in 18 months.
- Achieved significant market share in record time - 2% of TV market (#2 largest imported brand), 20% of video camera market in one year.

- Conducted negotiations with foreign partners while collaborating with legal department and facilitated the signing of distribution agreements.
- Spearheaded the team that designed the concept of electronics retail chain store. Personally supervised the establishment of the first 10 stores and planned the expansion to 50 stores.

Beko Elektronik AŞ

1994 – 1998

Beko Elektronik is the manufacturing company behind the Beko, Arçelik and Grundig brand electronics products with a workforce of 3000. After acquiring Grundig, the company has renamed itself to use the Grundig brand.

BPR & Strategy Assistant Manager

This was a temporary position in a department formed exclusively to execute a company-wide reengineering program

Key Responsibilities & Achievements:

- Leading business processes improvement teams and designing related organizational changes, focusing on marketing, R&D, engineering services
- Design and implementation of company strategy based on MBA thesis and moderation of executive strategic planning sessions.
- Supervised the 10-man reengineering department as assistant manager
- Designed and implemented a human resources performance measurement and evaluation system that included 360° reviews, project-based evaluations and supported matrix organization
- Represented Beko in the Koç Durable Goods Division restructuring project.
- The position reports to the General Manager

Product Manager – TV

Key Responsibilities & Achievements:

- Managed TV product line. Activities included product & sales planning, pricing, campaign management, liaison with R&D for new product development.
- Achieved record market share (49%) of TV business while remaining the only profitable TV producer during the 1994 economic crisis.
- Conducted monthly market research and prepared monthly competitiveness reports to Koç Holding.

Mako Elektrik AŞ

1992 – 1994

Mako Elektrik is a joint venture of Koç Holding and Italian company Magnetti Marelli and produces automotive parts under license to automotive industry and parts aftermarket.

Sales Support Associate

Key Responsibilities & Achievements:

- Developing of monthly automotive industry sales forecasts to be used in production planning, currency forecasts.
- Project management for the new Tempra & Tipo headlights manufacturing line investments.

EDUCATION AND TRAINING

Master's Degree in Business Administration (1996)

Marmara University

Bachelor's Degree in Industrial Engineering (1992)

Boğaziçi University

Robert College (1988)

Retail Store Management (Radioshack University)

Strategic Marketing (Cambridge Consulting Group)

Balanced Scorecard (Economist)

Product Management (Cambridge Consulting Group)

Account Management (Cambridge Consulting Group)

EFQM – Self Assessment (KalDer)

Koç Business Process Engineering (IDEA)

GRID for Middle Management (Ekser Consulting)