

Profile



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Professional profile

Senior executive having 20 years of international experience across Middle East & Asia. Focus is; growth strategy design&execution, e-commerce&digital marketing, lead generation&nurturing, product development and management, customer data analytics. Possessing a hands-on leadership style with having strong experience in both fast-paced growth companies and multinationals; Sodexo, Turkcell, Ericsson, Peppers&Rogers Group, iLab Ventures, Kariyer.net, Sigortam.net, Ofix.com, Avansas.com,

*“Developing executable growth strategies for companies
and helping them for getting things done”*

Experience

Companies

(Full-time & Consulting Projects)



Peppers & Rogers Group



neredekal.com



Chronological CV

- **Sodexo | Head of Multi-Benefit and Employee Experience** | Nov'22 - Present | Istanbul, Turkey , [sodexo.com](https://www.sodexo.com)
Sodexo Benefits and Rewards Services - Employee Experience, Mobility and Expense Management solutions
- **MT Consulting & Training | Managing Partner** | Mar'20 - Nov'22 | Istanbul, Turkey , [danisman.tv](https://www.danisman.tv)
Business consulting and training services for B2B and B2C organizations
- **Avansas.com | Chief Sales & Marketing Officer** | July'19 - Mar'20 | Istanbul, Turkey, [avansas.com](https://www.avansas.com)
Market leading B2B e-commerce platform for office supply in Turkey
- **Ofix.com | Chief Marketing Officer** | Sept'17 - June'19 | Istanbul, Turkey, [ofix.com](https://www.ofix.com)
Challenger B2B e-commerce platform for office supply
- **Kariyer.net | Chief Marketing Officer** | March'16 - Sept'17 | Istanbul, Turkey, [kariyer.net](https://www.kariyer.net)
Market leader of online job listing in Turkey, having 75K enterprise customers and 18M job seekers
- **iLab Ventures | Business Excellence Director** | May'13 - March'16 | Istanbul, Turkey, www.ilab.com.tr
Venture capital having investments in Job/property/car classifieds, online insurance and e-commerce
- **Peppers&Rogers Group | Senior Manager** | July'12 - April'13 | Dubai, UAE, [peppersandrogersgroup.com](https://www.peppersandrogersgroup.com)
TMT management consulting practice, business development and project delivery across MEA
- **Ericsson - Region MEA | Business Strategy Consultant** | June'09 - July'12 | Dubai, UAE, [ericsson.com](https://www.ericsson.com)
Information and Communication Technology (ICT) service provider
- **Peppers&Rogers Group | Management Consultant** | Sept'08 - June'09 | Istanbul, Turkey
TMT management consulting practice, business development and project delivery across MEA
- **Turkcell | Product Management** | July'02 - Sept'08 | Istanbul, Turkey, [turkcell.com.tr](https://www.turkcell.com.tr)
Market leading mobile/fixed telecommunication and technology services provider in Turkey

Experience Highlights

- ✓ **Ericsson Region MEA** – Business and cultural transformation leadership for Ericsson pre-sales teams in region Middle East and Africa (20 country units)
- ✓ **Singtel Telecom Group** – Market research in 12 countries and mobile internet go to market strategy development for 12 telco subsidiaries
- ✓ **Ooredoo Telecom Group** – Organizational and market readiness assessment and business strategy dev. & feasibility analysis
- ✓ **Bakcell Telecom** – Organizational readiness for mobile number portability and developing marketing and operations strategy with execution plan
- ✓ **Turkcell** – Mobile internet cost per GB analysis and financial feasibility for pricing
- ✓ **Turkcell** – Product development and life-cycle management of a Value-added services portfolio
- ✓ **Saudi Telecom** – Revenue boosting by executing customer analytics driven campaigns
- ✓ **Saudi Telecom** – Customer segmentation and segment investment planning
- ✓ **TurkTelekom** – Customer risk segmentation for churn prediction and win-back strategy development

Experience Highlights

- ✓ **Sigortam.net** – Organizational gap analysis for growth and operational excellence activities by using data analytics methods, way of working optimization and technology renovation
- ✓ **Emlakjet.com** – Market segmentation, sales forecasting and go to market planning
- ✓ **Neredekal.com** – Simplification of tariff portfolio and restructuring pricing scheme to impact on customer life-time value
- ✓ **Kariyer.net** – 3 years business forecasting with market expansion strategy scenarios and go to market execution for blue-collar and professional segments with a brand-new App
- ✓ **Kariyer.net** – Implementing analytical lead prioritization, nurturing funnel and sales forecasting models
- ✓ **Ofix.com** – 3 years business forecasting, brand re-launch marketing activity planning and execution
- ✓ **Avansas.com** – Growth strategy setting and marketing&sales leadership for brand re-launch execution
- ✓ **Trendyol.com** – Market entry strategy for a new product category and digital marketing strategy setup
- ✓ **Hediyesepeti.com** – Market research for segment targeting & persona definition and brand re-launch
- ✓ **Mikro Yazılım** – Customer persona definition and value proposition development for B2B lead gen.
- ✓ **Uni Baby** – Digital channels experience uplift and e-commerce & marketplace operations excellence
- ✓ **Oplog.io** – B2B field sales team organization and hiring, digital marketing activities for lead generation and hands-on operational management

Expertise Fields

Growth Strategy
& Execution

E-commerce & Digital Marketing

Sales & Lead Gen. & Nurturing

Product Development & Management

Customer Data Analytics

Growth Strategy & Execution

- Expertise Fields -

Market Analysis and Competition Landscape

Strategy Setting and Organizational Gap Analysis

Business Forecasting and Financial Feasibility

Market Research and Target Market Definition

Secret Sauce Strategy, Offer & Services Design

Waf of Working Re-design and Cultural Change

Market Launch and Communication

Growth Strategy
& Execution

E-commerce & Digital Marketing

Sales & Lead Gen. & Nurturing

Product Development & Management

Customer Data Analytics

E-commerce & Digital Marketing

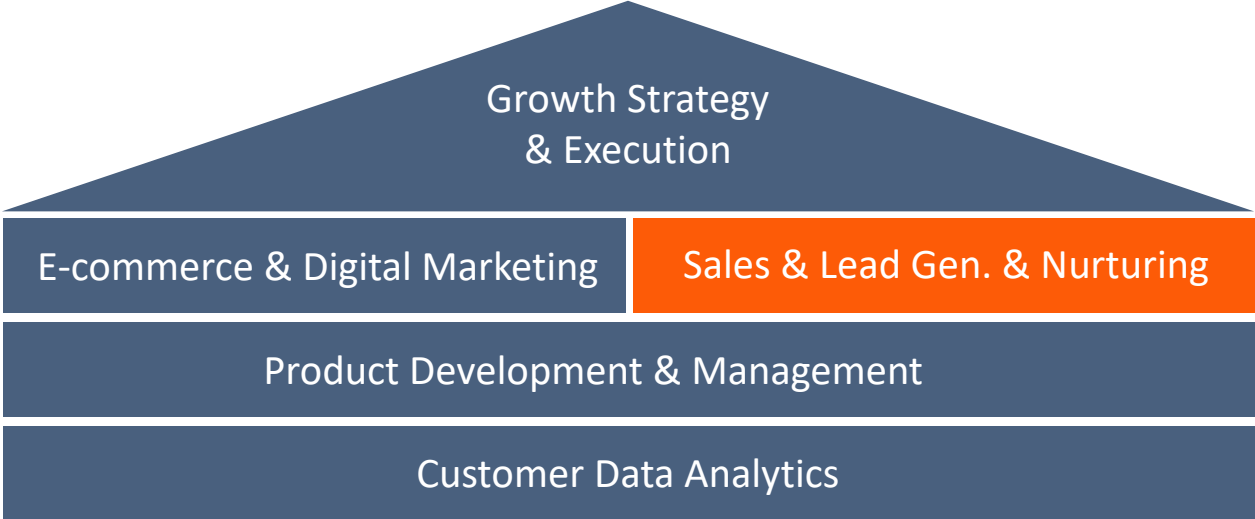
- Expertise Fields -

Operational Excellence in E-commerce

- Organizational Gap Analysis
- Digital Customer Experience Uplift
- Data Driven Customer Insights and Product Assortment Strategy
- Excellence in Marketplace Operations
- Process Design and Optimization
- Target and KPI Definition
- Roles and Responsibility Definition
- Capability Development and Hiring

Customer Centric Digital Marketing

- Digital Channels Experience Assessment
- Digital Channels & Ads Strategy Set-up
- Budget Allocation and ROAS Optimization
- Sales Funnel Analysis & Optimization
- Customer Journey Identification
- Cross-Channel Marketing Automation
- Rich Content & SEO Strategy
- KPI Definition and Dashboard Design



The diagram is shaped like a house. The roof is a dark blue triangle containing the text 'Growth Strategy & Execution'. Below the roof is a horizontal bar divided into two sections: 'E-commerce & Digital Marketing' on the left and 'Sales & Lead Gen. & Nurturing' on the right. Below this bar is a dark blue rectangle containing 'Product Development & Management'. At the base is another dark blue rectangle containing 'Customer Data Analytics'. The entire structure is set against a white background with a decorative orange and dark blue shape at the bottom left.

Growth Strategy
& Execution

E-commerce & Digital Marketing

Sales & Lead Gen. & Nurturing

Product Development & Management

Customer Data Analytics

Sales & Lead Generation & Nurturing

- Expertise Fields -

B2B Analytical Sales Forecasting and Monthly Planning

Tele-sales and Field-sales Team Set Up, Capacity Planning and Target Setting

Customer Driven Digital and Offline Marketing for B2B Segments

Lead Generation Form and Landing Page Experience Design

Lead Nurturing Funnel Design, KPI and Dashboard Development

Account Based Marketing Automation for Renewal & Subscription Models

Growth Strategy
& Execution

E-commerce & Digital Marketing

Sales & Lead Gen. & Nurturing

Product Development & Management

Customer Data Analytics

Product Development & Management

- Expertise Fields -

Digital Products (Web/Mobile/App) Functionality and UX Assessment

Customer Persona Definition and Focus Group Workshops

Customer Needs Identification, Customer Journey Mapping and UX Design

Revenue Model Design and Business Forecasting

Secret Sauce Strategy and Min. Viable Product Conceptualization

Product Launch and Lifecycle Roadmap Design

Growth Strategy
& Execution

E-commerce & Digital Marketing

Sales & Lead Gen. & Nurturing

Product Development & Management

Customer Data Analytics

Customer Data Analytics

- Expertise Fields -

Customer Segmentation Models (Value/Behavior/Needs and RFM based)

Customer Data Analytics Based Offer&Campaign Design and Execution

E-commerce Transaction Data Analysis for Revenue Growth

RFM Segmentation Based Customer Management (B2B,B2C)