# *CAREER SUMMARY & OBJECTIVE:*

*In my professional career started in 1990; I have worked in large local institutions, multinational institutions and private equity investments. During my career journey, I had also entrepreneurial stories. I founded/co-founded several innovative business ventures that made a difference to the sector or the location where the company took place.*

*Example: I am co-founder who set up Turkey's first online insurance brokerage in the real sense.*

*In the last 25 years as a "C" level professional, the companies I have worked in general are;*

* *Companies whose financial structure and corporate structure have been distressed for different reasons,*

*or*

* *Private equity investments that would be expected to return from "family business structure" to institutionalization.*

*I have always achieved goals with my energy, execution ability, my belief in teamwork, my quest for process-oriented efficiency, my interest in technology solutions, my sales and marketing experience and inspiring leadership. Most of the companies I worked in, resulted in the exit to multinational or local companies to be included in the best practice list in their sector.*

*I graduated from FMV Işık University with a high grade in July 2023, with the thought that education continues for life. On the other hand, together with my wife, we are one of the first medicinal lavender growers of the Cappadocia region since 2020.*

***PROFESSIONAL EXPERIENCE***:

***Auto King - (Beken Otomotiv Sanayi ve Ticaret A.Ş., Istanbul,***

*BoD Member*

*Established in 2001, Auto King offers services such as mechanical maintenance, damage repair, expertise, mobile parts, mini repair, auto maintenance and protection for automobiles. Auto King, which has served 3.2 million customers since its establishment, currently has 52 authorized services in 47 provinces.*

***12/2023 – Present***

***Main Achievements:***

*The acquisition of 100 percent shares of Auto King, one of Turkey's distinguished brands in the fields of mini repair, damage repair and auto expertise, by sahibinden.com will create a very nice synergy. I think that the insurance industry, relevant stakeholders and all automobile lovers will benefit from this strong cooperation. In this exciting and new period, I will offer my knowledge and experience to Auto King as a member of the Board of Directors.*

***Fiona Teknoloji ve Danışmanlık Ltd. Şti. Istanbul,***

*Co-Founder,*

*Established in 2019, Fiona provides consultancy services on insurance distribution to one of the leading global finance groups in Turkey.* *The company has recently added lavender agriculture to its field of activity in the Cappadocia region.*

***02/2019– Present***

***Main Achievements:***

*Several projects have been completed, especially the renewal of the bancassurance distribution channel tender of a global bank.*

*Products were created with the Fiona's Lavender brand from lavender grown in the Cappadocia region, and sales were started at different digital physical sales points.*

***Trive Sigorta ve Reasürans Brokerliği A.Ş. Istanbul,***

*Board Chairman&CEO,*

*Trive Sigorta is an insurance and reinsurance brokerage company established in July 2019. It is developing the project of producing insurance by bringing together medium-sized insurance agencies (250 in next 5 years) on a digital common platform, which will be the first in Turkey and Europe.*

***08/2022– 05/2023***

***Main Achievements:***

*The company's brand was rebranded as Trive, brokerage agreements were signed with many insurance companies, the analysis of the common digital platform within the scope of the current business plan was completed, the graphic designs were prepared, the recruitment contracts and the software development phase were started. Upon completion, an innovative project for the insurance industry is planned to emerge.*

*The software development work was tendered to be outsourced, the IT firm to develop the software was determined, but the project was suspended due to the unexpected increase in software development costs that increased with high inflation.*

***FMV Işık University Istanbul,***

*General Secretary,*

*Fmv Işık University, founded in 1996, one of Turkey's first private universities. The university is a part of Feyziye Schools Foundation’s Işık Schools which was established in the city of Salonica on 1885. The university has 7800 students. The management of the administrative structure (such as Financial Affairs, Student Affairs, Corporate Communication, Information Technologies etc.)*

***08/2020– 03/2022***

***Main Achievements:***

*Restructuring and digitalization of the processes in order to boost up student &employee satisfaction and profitability at the same time.*

*Launching a mobile application in order to enable students (5.600 students have already downloaded) to reach the administration and transfer the operation to the end user.*

*Digitalization of the decision and signature processes of a total of 48 boards and commissions, especially the Senate and the University Executive Board.*

*Setting up the performance system of the administrative staff (152 people) and realization of the project to digitalize the HR processes of the Academic and Administrative staff (416 people).*

*Through digitalization of the processes project, significant savings in expenses and significant improvements is achieved, with the effect of the cost-reducing measures taken.*

*Consulting to Academic issues, such as repositioning the University, attracting the talent students. Etc.*

*Reviving of the campus environment and creating a colorful image appealing to young students through mural and graffities on the empty walls cooperating with artists, students and academic staff.*

***Auto King - (Beken Otomotiv Sanayi ve Ticaret A.Ş., Istanbul,***

*CEO & BoD Member*

*Established in 2001, Auto King is Turkey's first and the widest Mini Repair Franchise Network. (In 45 cities and Cyprus, 54 Repair Shops and 51 of them are Fanchises) The company provides service to 30 insurance companies with Mini repairs and Mobile Parts Repair. Auto King is joint investment by two Private Equities. (EMF Capital Partners and Pera Capital Partners)*

***08/2018 – 05/2019***

***Main Achievements:***

*The vision, mission and organization chart of the company was restructured. Optimized number of employees. Launch of the new software, which has been preparing for a long time.*

*Pricing strategies were revised and the prices of the products and services offered was increased for the first time in last three years. After a long history of financial loss, first the break-even was reached and positive Ebitda was achieved in early 2019. The best practice car repair service at Kartal/Istanbul has been opened with the sponsorship of the multinational Paint Company. A sales-oriented organizational structure was established with process and IT-based infrastructure.*

***FU Gayrimenkul Yatırım Danışmanlık A.Ş., Istanbul,***

*CEO & BoD Member,*

*Established in 2005, FU provides safe, efficient, fast and innovative services to consumer and corporate clients, mainly banks, insurance companies and other financial institutions, through its profound lawyer network of 700, second after Turkish Bar. 100% shares owned by a PE. (Pera Capital Partners)*

***10/2013 – 08/2018***

***Main Achievements:***

*The vision, mission and organization chart of the company was restructured. Number of employees was optimized.*

*The interactive website was established, and the company operation was moved to the system with the constantly updated mobile application. Speed and process security were improved. With the launch of the B2C product, it also began serving individuals. Alliances Turkey's with the largest online marketing companies were made. (Hurriyetemlak.com, sahibinden.com etc.) These collaborations increased company awareness. Employee Surveys were performed and necessary actions were taken for improvement. While new customers were added to the portfolio, share in existing customers’ businesses was increased. In 2016, 2017 and 2018, Ebitda profitability and turnover records were broken. In 2017, a group of shares was sold to DCP (Venture Capital) with a high multiple compared to the sector.*

***Sigorta Dükkanim Sigorta ve Reasürans Brokerlik A.Ş., Istanbul,***

*CEO/Co-Founder,*

*Launched in April 2011, sigortadukkanim.com is an online insurance distribution platform, pioneering digital insurance in Turkey.*

***04/2011 – 09/2012***

***Main Achievements:***

*Turkey's first online insurance broker in real terms (licenced by Turkish Treasury) company, was founded in sponsoring of an Angel Investor. The inhouse developed software was launched in 4.5 months. 22 insurance companies have established web service links for Casco, TPML, Housing, Travel Health, TCIP insurance products. Collaborations were made with major online sales platforms and telecom giants such as Turkcell. More than 500,000 customers were acquired in a period of one year*

*Operations of sigortadukkanim.com including assets, brand and software was acquired by Marsh Brokerage Company as of September, 2012.*

***Zurich Sigorta A.Ş. (ZFS), Istanbul***

*CEO & BoD Member,*

*Zurich Sigorta A.Ş. operating in Non Life Insurance in Turkish market since March 2008, is owned 100% by Zurich Financial Services, upon acquisition of TEB Sigorta A.S. (BNP Paribas&Çolakoğlu Family J.V.)*

***03/2005 – 03/2011***

***Main Achievements:***

*The vision, mission and organization chart of the company was restructured. Number of employees was optimized.*

*A new and profitable bancassurance strategy was set, the loss generating portfolio was cleared and the company having had a loss of TL 18 million at the end of 2004, made a profit of TL 1.9 million at the end of 2005. The agency network was restructured and the malicious portfolio was transformed into a profitable portfolio. Inhouse developed software was launched in 2008. (Still one of the most successful insurance software in the market).*

*The market share, which was 0.74% the end of 2004, reached 2.24% at the end of 2010. In 2008, a record ROE level of 41% was achieved. And 6% ~~s~~hare in bancassurance was reached. The company became the second best bank insurance company. TEB Sigorta A.Ş. was acquired by ZFS in March 2008 with the second highest multiplier in the Turkish insurance sector M&A. At the end of 2010, the Company worked with 6 banks and more than 250 efficient insurance agents. The Company’s portfolio was balanced with 50% bancassurance and 50% agency-brokers. After the acquisition of ZFS, rebranding was completed in 6 months less than planned. At the end of the first year, the Brand Awareness was maintained. 5 Zurich Help Point services were opened, which served as a role model for many companies in the insurance industry on how to manage effective auto claim with higher customer satisfaction.*

*Between 2005-2010, GWP was among the top 3 insurance companies in growth. In 2009, it became the second best insurance company in the sector with a technical profit record. In 2009, it won the Zurich Starz Award with its Direct Sales web portal. With the highest participation in Employee Surveys, it achieved the second highest satisfaction results after Switzerland in the ZFS Group.*

***Katpatuka Tourism Company, Ürgüp/Cappadocia,***

*Founder,*

*First Coffee Shop & Bistro in one of the most historic and touristic place, Cappadocia in Anatolia and implemented web sales portal to trade oriental carpets & kilims.*

10/2003 – 02/2007

***Main Achievements:***

*My first personal venture company. Cafe & Bistro continued to operate until 2007. At present, the cafe continues to operate in Urgup with a different brand but with the similar concept by people who acquired the company. My online traditional carpet and rug sales portal (www.katpatuka.com) has become a role model for tradesmen in the region and has achieved good online sales figures.*

***Garanti Sigorta A.Ş. & Garanti Hayat Sigorta A.Ş. Istanbul,***

*(Rebranded as EUREKO SİGORTA İn 2007)*

*Head of Sales & Cmo (GI), 06/2000 – 06/2003*

*Cco (GI), 11/1998 – 05/2000*

*Cfo (both GI & Life), 11/1998 – 06/2003*

11/1998 – 06/2003

***Main Achievements:***

*The vision, mission and organization chart of the company was restructured. In October 1998, I was the leader of the company's audit team. I submitted the whole organization to the Capital Investor at the time. In November 1998, I was appointed CFO and CCO. In the meantime, the company produced losses and customer complaints were intense, we turned the company to be one of the most profitable companies of the sector with a hard work as a team. In the role of CCO, I managed the 1999 Marmara Earthquake insurance claims. We set the pioneering bancassurance business model in the insurance sector. With my role as CFO, I contributed to the relatively small life insurance company becoming a Life and Pension Insurance Company in 2003 and taking first place in the sector.*

***T. Garanti Bankası A.Ş., Istanbul,***

*Senior Auditor*

01/1993 – 10/1998

***Main Achievements:***

*On-site inspection of the outside of bank branches and headquarters units, I have led Turkey's first online bank supervision team.*

***T.C.Ziraat Bank, Ankara***

***Specialist***

(1991 October-1992 December)

# *TRAINING/EDUCATION:*

***Fmv Işık Univercity, Istanbul***

02/2022- 07/2023*Executive Mba (English)*

***TC Ziraat Bankası A.Ş. Banking & Insurance Academy, Ankara***

10/1990 – 10/1991*Management Trainee on Insurance: One year – including 4,5 months by Charteed Insurance Institute course followed by CII Certification.*

***Middle East Technical University, Ankara***

09/1989 – 06/1990*Regional Planning Preparation School*

***Ankara University, Ankara***

09/1984 -09/1988*Faculty of Political Science in Public Administration*

# *COURSE & CERTIFICATION PROGRAMS*

(10/2018-03/2019)*METU IDEA 22. online Information Technologies Course, Ankara*

12/2009 *London Business School, Zurich,*

*Executive Leadership Program for talent executives of ZFS*

07/2000 *Effective Sales Management Program by Wharton School USA,*

# *KEYWORDS:*

*CEO, Board Member, Founder, Co-Founder*

*M&A, Restructuring the Company, Ebitda, Ebit, Balance Sheet Management, Customer Satisfaction, Employee Engagement, Product Management, Pricing, Insurance, Bancassurance, Service Outsourcing, New Business Development, Re-Branding, Marketing, Social Marketing, Strategies, Process Development, Software and Hardware, Organizational Design, Organizational Learning and Development, Performance Management, Personnel Management, Corporate Social Responsibility, Succession Planning, Talent Acquisition, Talent Management, Team Management, Training & Development, Blogging, Identity Speaker,*

# *OTHER DATA*

*Date of Birth: March 26th, 1967*

*Member of Mülkiyeliler Birligi – Alumni of Faculty of Political Science Ankara University*

*Enjoy spending time with my family, Whatsapp groups management, playing basketball, swimming, work-out, bicycling, raise dog & cat.*

# *REFERENCES:*

*Available upon request*