

ERSIN GURSEL

Halimaga Sokak No:21 Ozen Apt. D:4 Suadiye - ISTANBUL

+90 216 463 76 00

Ersin@ErsinGursel.com



WORK EXPERIENCE

Facilitator & Practice Leader of “Seven Habits of Highly Effective People” FranklinCovey Training Turkey, Istanbul

Mar’14 – Present

- Giving training on Leadership, Trust, Personal Development, Sales Performance, Project Management, Presentation Skills, Teamwork, Train the Trainer, Time Management, Relationship Management, Communication Skills, Feedback, Decision Making, Problem Solving, Motivation, Meeting Management, Innovation, Negotiation etc.
- Giving Personal Coaching and Team Coaching Coaching to maximize their performance
- Giving the Client Partners necessary information & support for “Seven Habits of Highly Effective People” subject
- Building positive client relationships through understanding and satisfying the client’s objectives within the project scope
- Checking and controlling the development of training projects for the companies as well as open seminars
- Making keynote speeches for the clients in Summits and conferences

Training Consultant

Jun’12 – Feb’ 14

Dale Carnegie Training Turkey, Istanbul

- Giving training on Leadership, Coaching, Personal Development, Sales, Service Attitude, Presentation Skills, Negotiation Skills, Teamwork, Conflict/Stress Management, Train The Trainer, Time Management, Relationship Management, Communication Skills etc.
- Checking and controlling the development of training projects to the companies as well as open seminars
- Giving consultancy about Turnaround Management, Organizational Development and Training
- Coaching participants individually or in groups to maximize their performance

Sales and Marketing Director & Training Consultant

Dec’09 – Jun’12

Dale Carnegie Training Turkey, Istanbul

- Identifying, developing and directing short & long term, sales and marketing business strategies
- Executing and managing the marketing & sales activities and leading new training launches
- Producing Project Plans; estimating business plans with key deliverables, resources required, roles and responsibilities, risks through understanding of the client requirements
- Checking and controlling the development of training projects to the companies as well as open seminars
- Giving consultancy about Turnaround Management, Organizational Development and Training
- Giving training on leadership, coaching, personal development, sales, service attitude, presentation skills, negotiation skills, teamwork, stress management, train the trainer, time management, conflict management, relationship management and communications skills

Performance Development & Training Consultant

July’07 – Nov’09

Brian Tracy International Turkey, Istanbul

- Building positive client relationships through understanding and satisfying the client’s objectives within the project scope
- Checking and controlling the customization and development of training projects to the companies as well as open seminars
- Coaching participants individually or in groups to maximize their performance
- Giving training on personal development, marketing, sales, stress management, communication skills

General Manager**Apr'06 – Apr'07****Klorak Chemicals and Cleaning Products, İzmir**

- Creating and developing short and long term strategies in accordance with current market conditions
- Preparing global strategies to penetrate to the new domestic and international markets
- Increased the sales figure by 20% and the profitability by 25% in Q3-Q4 of 2006
- Leading the project of the "Distribution Channel Development"
- Coordinating production and related processes, setting up new procedures with production team
- Auditing, analyzing financial data and initiated the cost optimization project
- Executing and managing the sales & marketing activities and leading new product launches

Sales and Marketing Director**Sept'04 – April'06****F.O.C.U.S. Marketing and Project Consultancy, Istanbul**

- Executing and managing the sales & marketing activities and establishing marketing and competition strategies
- Organizing the sales project of the IT automation of Ministries, Military, Police Force and companies such as Ford, Peugeot, Koç Holding A.S., IDO, Cozum Holding, Medicana Hospitals, Florence Nightingale Hospitals, Aviva Sigorta, Ankara Sigorta, STFA Holding etc.
- Seeking for new markets and developing trade relations with current customers, international partners and Distributors

Sales Director**Sept'03 – Aug'04****Tat- Neft International Turkey (Nizh Yug Co.), Istanbul**

- Executing and managing the liquid chemical and rubber raw material sales activities in local market
Monthly average sales revenue is approximately \$3Mio
- Seeking for new opportunities in the local market and increased the sales volume by 10% in 2004
- Presenting sales trends and realizations to the board of directors periodically
- Launched new liquid chemicals and rubber raw materials to the local market
- Preparing the marketing strategies and projecting the marketing activities

Project Development in Marketing Department**Mar'02 – Sept'03****TOFAS TURK OTOMOBIL – FIAT SPA, İstanbul****▪ Assistant E-Marketing Coordinator**

- Creating future projects for Fiat & Alfa Romeo customers, dealer network and Fiat Italy
- Coordinating of the updating project of the contents of 10 Fiat & Alfa Romeo web sites and 75 dealer web sites.
- Setting up the procedures and guidelines for future CRM activities such as data mining
- Established e-mailings for 40.000 customer and preparing kiosks or plasmas for car exhibits (Autoshow etc.

▪ Assistant Targa Service Coordinator

- Tracking market conditions to increase the sales volume in the second hand market with the brand Autoexpert
- Regulating the relationship between Fiat and strategic partner companies such as Otomax.com, Arabam.com
- Marketing and promoting "Otoekonomist" brand, offering financial solutions to the customers called "Formula"
- Analyzing cost and establishing price for "Extended Warranty" applications such as Gold/Silver/Master Plans

Sales and Promotion in Sales Coordination Department**Nov'00 - Mar'02****TOFAS TURK OTOMOBIL – FIAT SPA, İstanbul**

- Preparing and offering all the sales campaigns (cash, trade-in and credit) of Fiat & Alfa Romeo Brands
- Auditing and controlling the sales campaign budget which was approximately \$5Mio per month
- Projecting the sales incentives to be given to the dealer and central sales force
- Tracking the competitor's campaigns and take precautions to overcome the severe competition
- Reporting the sales figures, campaign budget and competition conditions to board of directors and to HQ Italy
- Coordinating new campaigns such as Mil-pa and Milliyet Sales Campaigns which was 10% of total sales volume

Special Sales Specialist in Sales Department**Dec'98 - Mar'00****TOFAS TURK OTOMOBIL – FIAT SPA, İstanbul**

- Forming and applying special sales procedures such as discount schemes or new campaigns
- Reporting special sales figures which were 20% of total sales volume to the board of directors
- Collecting the data of competitor's fleet sales figures preparing a general report for all makes
- Leading the project of Special Sales Card Program for key account customers
- Making Barter Agreements with suppliers
- Preparing and operating Direct Mailing Project (over 30.000 DM's) for new cars launched and relaunched

Koç Holding MT in Advertising and Promotion Department**Sept'97 - Dec'98****TOFAS TURK OTOMOBIL – FIAT SPA, İstanbul**

- Planning acting as supervisor in the main car fairs; (Autoshows, LCV Fairs, and Izmir Fairs)
- Tracking the inventory level of POP materials and making supplier research and negotiations
- Preparing the brochures, product identification panels and written documents for all models
- Arranging the Car Exhibition Activities (Akmerkez, Capitol) and local marketing activities such as Palio Cup

LANGUAGES

English	Advanced Level
Italian, French	Beginner Level

VOLUNTARY EXPERIENCE

Finance, Import and Sales	HENKEL	Sept'96
Marketing, Customer and Strategic Planning	NEW HOLLAND TRAKMAK	July - Aug'96
Personnel, Production, Marketing and Finance	AKCA HOLDING	Sept'95
Marketing & Credit, Operations (Export-Import)	KOCBANK	July - Aug'95
Export	EGEPLAST A.S.	July'94- June'95

EDUCATION

Istanbul University, Istanbul Faculty of Business Administration Master's Degree in Marketing	1998 - 2001
Dokuz Eylul University, Izmir Faculty of Business Administration Bachelor's Degree - Business Administration in English	1993 - 1997
Izmir American College, Izmir	1986 - 1993

COMPUTER SKILLS

Windows, Office Applications (Microsoft Word, Excel, PowerPoint, MS Project, Access, Outlook),
Bumerang Sales, Special Sales Program, Micro Factory ERP, Intermat CRM Program

COURSES & SEMINARS

FranklinCovey Training	Facilitator, Seven Habits of Highly Effective People, Helping Clients Succeed
Dale Carnegie Training	Dale Carnegie; Core Course, DCC, Business Coaching and Mentoring, Presentation(HIP), Business & Leadership Course
Kipu Consultancy	European Union Funds 2012
Efektif Training	Neuro - Linguistic Programming (NLP)
M-Gen	Personal Brand Management
Infinity Technology	Presentation Skills
Brian Tracy Int. (United)	Peak Performance 1 – 2, Stress Management, Professional Sales 1 – 2, Quiet Power Sales Force, Dynamic Sales, Red Carpet(With Delphi Method), Moment of Interaction(MOI), Telesales, Time Management, Customer Service
Marmara University	Financial Table Analysis and Interpretation, Export – Import Executive Education
Eds	Product Branding Training
Burc Training Center	Personal Development Training
Idea Training	CRM - Customer Relationship Management Seminar, Finance Seminar
Idea Training	S.P.I.N Sales Extended Sales Technique Program
Inanc International Trade	International Trade Course
Ekser	The Fleet Sales Training
Tofas Academy	Sales Academy 3
Akiza Academy	Sales-Marketing Practical Techniques
Izmir Chamber of Commerce	International Trade Course
Bilset A.S.	Computer Course (computer languages and advanced excel)
Georgetown University	International Institute for Political & Economic Studies (IIPS) – I Represented Dokuz Eylul University in an economic education given by <u>Georgetown University</u> to 60 outstanding students from 15 countries. The education provided the proper incentive to discuss the economic developments all around the world with the potential leaders of the future.

MEMBERSHIPS

Futurist Association, Dokuz Eylül University Graduates Association, TEMA, İzmir American College Alumni, İzder, Poseidon Diving Club, Sales World Community, Divekolik Diving Center

HOBBIES & INTERESTS

Volleyball, Skin Diving, Underwater Rugby & Hockey, Salsa & Argentina Tango, Photography, Hiking & Camping, Poetry, Playing Drums, Scuba Diving, Model Planes & Cars.

PERSONAL

02/05/1975, İstanbul / Married / A2 & B Class Driver's License / Military Service is completed

REFERANSLAR

References will be provided upon request.

TRAINING REFERENCES

Abank, Abbott İlaç, Accenture, Adidas, Akçansa, Akedaş, Albayrak Demirçelik, Anadolu Sigorta, Arçelik, Arkas Holding, Arup Mühendislik, Assist, Atasun Optik, Autoliv Otomotiv, Avea, Avivasa, Aydınli Holding, Aygaz, Bakioğlu Holding, BASF, Başkent Elektrik, Bayer, BEDAŞ Elektrik, Boehringer Ingelheim İlaç, BP, Bosch, Can Alüminyum(Yeşilova Grubu), Cargill, Clariant, Çalık Holding, Çeis Çimento, Çelebi Holding, Coca Cola, CP Türkiye, Danone, Denizbank, Doğuş Oto, Doğuş Enerji, Doğuş Teknoloji, Dominos Pizza, Düzey Pazarlama, Eczacıbaşı Holding, Egis İlaç, Enerjisa, Erdemir Çelik, Ergo Sigorta, Ergoİsviçre Sigorta, Ericsson, ETİ, Finansbank, FNSS Savunma, Garanti Bankası, Garanti Teknoloji, GlaxoSmithKline, Global Bilgi, Hafele, Halkbank, Havelsan, Hedef Gıda, Herbal Life, Honda Türkiye, HSBC Bank, Hyundai, Horoz Holding, İ.E.Menarini İlaç, IFCO, İnci Holding (İncitaş), ING Bank, İntendis İlaç, İpek Kağıt, (Eczacıbaşı), İsmek, İstanbul Ticaret Odası, İş Bankası, JTI Türkiye, Kariyer.net, Karsan, KidzMondo(Doğan Holding), KKTcell, Koç Holding, Koçtaş, Komax, Kordsa Global, Kuralkan Holding(Kanuni), Kuhne&Nagel, Kumport Limanı, Kuveyttürk, LaFarge, Limak Port, 3M, Man Türkiye, Mann Hummel, Marks&Spencer, Massey Ferguson, Medtronic, Medyasoft, Metro Grup, Mey İçki, Milli Eğitim Bakanlığı, Mondelez International (Kent), Multi Development, Metro Grup, New Life Sigorta, Novartis, Nutricia, Omsan Lojistik, Mey, Opet, Organik Kimya, Öger Telekom, Patika Global, Pepsi, Petkim, Pirelli, Pharma Group, Posco Assan TST, Pronet, Reckitt Benckiser, Rekor Gıda, Roche Diagnostic, Rohde&Schwarz, Rönesans Holding, Sanofi Aventis İlaç, SAP, Sasa, Securitas Güvenlik, SGS Denetim, Shell, Siemens, Ströer, Sunexpress Havayolları, Superonline, Şişecam, TAT, Tekzen Yapı, THY, Tofaş, Toyota, TSKB, TPI Composites,TTnet, Turkcell, Türk Traktör, Türkiye Denizcilik İşletmesi, Türkiye Futbol Federasyonu, Ülker, Vaillant, Vakıf Emeklilik, VDF, Vestel, Viessman, VW, Yıldız Holding, Ziraat Bankası, Zurich Sigorta...