



CEM OSKAY

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CAREER PROFILE

- Proven track record of business planning and sales in both durable and non-durable consumer goods sector.
- General management experience in a highly competitive environment. Managed marketing, sales, supply chain and finance functions of each subsidiaries in the region with full P&L responsibility
- Sales management and international sales experience for more than 12 years: Worked in different fields of sales, e.g. key account management, customer marketing, trade marketing, indirect sales team management, and management of large network of distributors.

PROFESSIONAL WORK EXPERIENCE



International Sales Manager (Levant region, Africa, West Europe)

August 2019 – Current

Tecnogas Home Appliances, Turkey/Italy

- Managing 3 brands and OEM sales in Levant region, Africa and East Europe
- Setting up new sales and distribution channels, as well as improving existing channels.
- Carrying out sales and marketing activities in accordance with yearly budget, and projected sales.
- Developing solutions especially for regional/country compliances to tackle the export/import related activities and procedures.
- Gathering and analyzing regional data sets to develop better sales development strategies.
- Carrying out market researches to profile the markets in respective regions
- Creating sales forecast
- Preparing competition competitive price analysis
- Organizing promotional activities with the distributors
- Overseeing P&L for the respective countries
- I managed a team of 3 resources (2 Sales Representatives and 1 Marketing Specialist)



Export Sales Manager (Middle-East, Africa, Caucasian Region + Europe)
August 2018 – August 2019
Simfer Home Appliances, Istanbul-Turkey

- Manages overall sales process with new prospective clients.
- Manages all territory's activities, developments, and repeat sales.
- Responsible of the sales of Simfer branded products and OEM brands.
- Drives and develops intimate relationships with key management with a foundation of trust and loyalty.
- Develops long-term relationships with prospective customers.
- Drives client satisfaction, troubleshooting, and retention with sincerity and passion.
- Creates and manages client on-boarding calendars and continually refine processes.
- Develops new business by providing customers with consultative support and active communication.



Area Sales Manager (Middle-East, Africa, Iran, Balkans, USA)
April 2015 – August 2018
Arzum Small Electrical Appliances, Istanbul-Turkey

- In charge of GCC, Africa, Iran and USA markets
- Responsible for setting up and ensuring achievement of annual targets for each distributors and retailers.
- Responsible for formulation and implementation of strategies related to marketing, advertisement and promotional activities, finalizing the marketing calendar for each half after discussing with respective distributors and ensuring the implementation of the same.
- Preparation of Monthly Activity and Sales Analysis Report of respective countries.
- Responsible for New product launch in all countries.
- Plan, organize and execute ATL & BTL activities to create customer pull in line with business plan.
- Gather and analyze the primary and secondary sales data from distributors and retailers to analyze the monthly sell-in and sell-out performances of retailers and dealers.
- Responsible for providing Product Training to distributors, retailer's sales staff and promoters.



Area Sales Manager (Middle East & Africa)
February 2012 – April 2015
Evyap International A.S. (FMCG), Istanbul-Turkey

- Develop and implement all the sell-out and marketing strategies in all channels in accordance with the regions' conditions (GGC, North-Africa, Subsahara)
- Managing a budget of 11M USD/year
- Distributor management
- P&L, Net Sales, Operating Profit and Cash Flow management
- Developing and improving cost effective go-to-market model with high speed to shelf
- Managing supply chain: Forecasting, in-country stock movements, inventory
- Effective and efficient customer and consumer promotion planning
- Relationship management (with distributors, key accounts, professional associations Ministry of Health)

- Media management, and media negotiations: Ensuring that media planning is in line with targeted GRP and reach
- Communicating the sales orders with the Sales & Production planning departments.
- Examining and developing route-to-market capabilities of the distributors
- Developing the sales by product assortment and sales channels aspect
- Planning and implementing Business Plans and Budgets
- Executing sales and marketing according to the strategies set with the distributor
- Coordinating the sales orders and shipments with Export Operation Department



Sales and Marketing Expert (Western Europe & Africa)

Nov 2008 - Feb 2012

Fenis Aluminium A.S., Istanbul-Turkey

- Responsible for all sales activities of the customers in 8 countries in Western Europe and Africa
- Managing a budget of 5M Euro/year
- Developing and managing customer relationships for both confirmed and potential customers
- Preparing sales offers and quotations according to customers' requirements and achieving total satisfaction
- Follow up the collection process with foreign clients according to the agreed terms in coordination with the finance department
- Arranging and following up the shipments with operation department
- Preparing analysis and reports and taking part in annual agreement processes

EDUCATION

Uludag University Business Administration Thesis: Re-engineering and its Advantages for Enterprises Graduate degree: 3.09/4.00	September 2001 - June 2006
Saint Michel French College Graduate degree: 3.80/5.00	September 1994 - May 2001
Cosku College	September 1992 – May 1994
Istek Acıbadem College	September 1989 – May 1992

LANGUAGES

- **Turkish** (Native)
- **English** (Advanced)
- **French** (Advanced)

ADDITIONAL INFORMATION

- Date of Birth : 26/06/1983
- Marital Status : Married
- Driving License: B (2001)
- Military Obligation : Completed

COMPUTER SKILLS

- Microsoft Office (Word, Excel, Power Point, Outlook)
- SAP
- EBA

PROFESSIONAL TRAINING

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| ▪ Yale University (Online Course) – 2020 | Financial Markets |
| ▪ Foreign Trading Management – 2010 | IMMIB |
| ▪ Strategic Sales Management – 2009 | IMMIB |
| ▪ Sales and Marketing Relations – 2008 | IMMIB |
| ▪ Foreign Trade Education – 2005 | ISO Limited Education and Consultancy |

HOBBIES

- Sailing (Licensed)
- Skiing

REFERENCES

Available upon your request