



Vodaco Marketing Strategies

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About

Radical Marketer, Management Consultant, Speaker/writer, Founder, Board Member, Community Activist

Current involvements

Bogazici University, Bain & Co. Turkey, Turkey Science Centers Foundation, Boyex, Columbia Business School Alumni Club, Galatasaray Sports Club, Google Adwords Qualified Pro., IAB Turkey, Speaker, **OnlineMedyaTakip**, PE/VC, **Propeller Club, RadicalMarketer.com**, Tour guide, Turkey Corporate Governance Assoc. (TKYD), **Vodaco Agency, Vodaco Marketing Strategies, WebPazarlamaDedikleri.com**

Red for board level involvement

Education

1995-1996	Columbia Business School <i>M.B.A. – Management Consulting - 1996</i> Peer Advisor, Internet Bus. & High Tech. Groups, Operations Mgmt. Assoc.	New York, NY
1990-1993	The University of Texas at Austin <i>B.S. - Mechanical Engineering - 1993</i> Technical Block: Industrial Engineering. Competitive Academic Scholarship, (each year). American Production and Inventory Control Society (APICS), active member.	Austin, TX
1981-1988	Deutsche Schule Istanbul	Istanbul, Turkey

Experience

1999-present	Vodaco Marketing Strategies <i>Managing Director at leading Turkish Marketing Strategy Consultancy</i> <ul style="list-style-type: none"> ➤ Value creation in Web Marketing Strategy and Digital Brand Management for major clients. ➤ Leads Merger & Acquisition efforts of Vodaco Group. ➤ Manages consulting teams in high profile clients. ➤ Directs Financial Management of the company. ➤ Supervises Marketing & PR activities. ➤ Leads & organizes Human Asset Management efforts. <i>Founder & the General Manager at start-up level</i> <ul style="list-style-type: none"> ➤ Raised seed capital and directed efforts on further capital raise. ➤ Structured business model & plan for the company. ➤ Provided strategic vision to the company. ➤ Managed the recruitment of top officers. ➤ Arranged and led meetings for strategic alliances (Microsoft Partnership, Google Adwords Qualified Company etc.). ➤ Hands on management on all accounting, legal, office management and other company related issues. 	Istanbul, Turkey
2008-present	Vodaco Agency <i>Founder and Chief Happiness Officer</i> <ul style="list-style-type: none"> ➤ Merged two web agencies (Vizayn & Cleo) into one robust agency. ➤ Developed the goals, mission, vision and HR structure of the agency. 	Istanbul, Turkey

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- 2008- present** **Bain & Company** **Istanbul, Turkey**
Turkey – Partner for Business Development
➤ Supervises the business development in Turkey
➤ Assists the sale of consulting projects to clients.
- 1997-1999** **Bain & Company** **Milan, Italy**
Manager
➤ Assisted in sale of consulting projects to clients. Led case teams, presented findings of the projects to top clients. Supervised client interviews in assessment of internal strengths and weaknesses in managerial reporting.
➤ Worked on strategy, managerial reporting and budgeting cases.
- Bain & Company** **Milan / Istanbul**
Consultant
➤ Led teams, presented findings of the projects to top clients. Organized research and supervised strategic decision for client firm on merger opportunities. Directed benchmarking on major competitors and assessed implications of the study for client firm.
➤ Worked on retail IT, consumer goods and automotive industry cases.
- 1996-1997** **Monitor Company** **Boston, MA**
Consultant (Level 4)
➤ Led case team modules and created work plans.
➤ Extensive work on major players in telecommunication industry.
➤ Assisted in major strategic decision of a high-tech firm on merger opportunities.
➤ Conducted market analysis and assessed strategic options for client firms.
➤ Worked also on data networking and aluminum industry cases.
- 1996** **Finansbank** **Istanbul, Turkey**
Associate at the leading Turkish Investment Bank
➤ Conducted due diligence on a company to be taken public.
➤ Analyzed performance of IPOs in Turkish market.
➤ Guided preparation of marketing documents for IPOs.
- 1994-1995** **Interbrucke** **Frankfurt, Germany**
Planning & Forecast Supervisor for import, export and trade company
➤ Generated computer system on excel for inventory control and billing systems.
➤ Conducted and supervised market research for durable goods.
➤ Analyzed market for new product entry.
➤ Coordinated communications with international vendors.
- 1993-1994** **Ford Motor Company** **Dearborn, MI**
Industrial Engineering Analyst at Operations & Productivity Planning Dept.
➤ Structured productivity studies at assembly plants.
➤ Consulted assembly plants in efficiency increase.
➤ Analyzed effects of mix and sequence on assembly lines.
➤ Assisted in the application of Direct Labor Management System and MPPS.
➤ Improved efficiency of Kawasaki Robots in Dearborn Assembly Plant.

Investments / Start-ups

OnlineMedyaTakip (Online Media Tracking)

The first Turkish web focused Online Media Tracking Company

- Created the business idea and the business plan.
- Brought together the team and supervised the development of the product.

Boyex.com (Boya Exchange)

Pioneer in Sectors Portal/B2B for Turkish Paint Sector

- Supervised foundation and management of the many award winning company.

Academic Contributions

- ❖ Speaker at various conferences, seminars and congress
- ❖ Advisory Board Member of Bogazici University Computer Science Department
- ❖ Lecturer at Istanbul Bilgi University on Finance & Marketing
- ❖ Instructor at Akademi Istanbul on Public Relations courses
- ❖ Advisor to Turkish Education Authority on designing curriculum for 1st to 8th grade classes with a focus on technology

Associations

- ❖ Board member of Türkiye Bilim Merkezleri Vakfı (Turkey Science Centers Foundation)
- ❖ Board member of the Propeller Club, Port of Istanbul (Forum of businesspeople)
- ❖ Alumni Club Leader of Columbia Business School Alumni Club Istanbul
- ❖ Jury at distinctive award organizations (Turkish Golden Web Awards, and various web awards)
- ❖ Member of Galatasaray Sports Club, IAB Turkey and Turkey Corporate Governance Assoc. (TKYD)

Publications

- ❖ Publisher of Radical Marketing Blog RadicalMarketer.com (& in Turkish; MehmetSubasi.com)
- ❖ Publisher of Turkish e-book webpazarlamadedikleri.com "what they call Web Marketing" (2002)
- ❖ Co-author "Valve Design for Natural Gas Vehicles" (1993)

Awards, Qualifications

- ❖ Google Adwords Qualified Professional
- ❖ Various GoldenWeb (AltınOrumcek) Awards
- ❖ University of Texas Competitive Academic Scholarship, (1990-93)
- ❖ Top scores in major exams; 98% GMAT Math, 99% SAT Math and 99% Turkish OSYS

Selective Consultancy / Client List

- ❖ **Technology & Telecom:** Motorola, AT&T, Xerox Technology Ventures
- ❖ **Retail & Consumer Goods:** Boyner Group, Eczacıbaşı Group, Arçelik, Vestel
- ❖ **Automotive & Industrial:** New Holland, Alcan
- ❖ **Finance:** TEB Bank (BNP Paribas JV), Mercedes Benz Financial Services (MBFS)
- ❖ **Media:** Doğan Media Group (Capital, Referans Gazetesi)
- ❖ **Health:** Acıbadem Group

Experience & Interest Areas

- ❖ Marketing 2.0 (with a focus on citizen marketing and web centric integrated marketing)
- ❖ Private Equity and Venture Capital (PE / VC)
- ❖ Strategic planning, measurement-based management, financial planning, assessment & business intelligence (MIS)
- ❖ Process re-engineering & system development
- ❖ Human resources management (Focus on talent management, professional development & compensation systems) & Human aspects of management & corporate governance
- ❖ Also did projects focusing on; Knowledge management, corporate portals, purchasing process, quality management, technology management and e-business applications implementation and improvement (ERP, HR, SCM, BI, CRM & B2B)

Additional Skills

- ❖ Very strong quantitative and analytical skills
- ❖ Familiar with American, European and Middle Eastern cultures and lifestyles
- ❖ Fluent in English, German and Turkish, novice Italian
- ❖ Advanced knowledge worker (process mapping tools, databases, project management systems, html writing & programming tools, publishing software and office tools including; spreadsheets, word processing & presentation tools)

Hobbies

- ❖ Knowledge surfing on the internet and social media
- ❖ Interest areas: "Radical/New" Marketing, Management Theory, High Technology, Telecommunications, Cars and Motorcycles
- ❖ Community work, especially serving to education in Turkey
- ❖ Traveling (Tour guiding as a hobby)