

Professional Experience

*** Roberto Bravo – Istanbul, Turkey**

Foreign Trade Director

(Fine Jewellery)

June'2015 – May'2017

- Report to: CEO
- Direct Reports (10):
 - ✓ Sales Managers;
 - ✓ Marketing, PR and SMM Manager;
 - ✓ Foreign Offices' Country Managers;
- Responsibilities:
 - ✓ Developing and implementing sales, marketing and brand awareness strategies;
 - ✓ Expanding the number of sales points, franchise, corners;
 - ✓ Emerging European Markets;
 - ✓ Participating international exhibitions worldwide;
 - ✓ Managing team performance;
 - ✓ Maintaining strong relationships with business partners, dealers, suppliers, sales representatives, franchise points and many more;
 - ✓ Following current business trends & competitors, establishes a strong leisure and group base as well as pursuing all other segments and opportunities;
 - ✓ Drives strategic planning and on-going development of a sales strategy, including business planning, setting targets, as well as revenue forecasting;

*** FOX International Channels – Istanbul, Turkey**

(Media/TV Industry)

Affiliate Director

Central Asia/Caucasus Region/Russia

May'2012 – May'2015

- Report to: Executive Vice President, Central and Eastern Europe.
- Direct Reports (3):
 - ✓ Country Managers;
- Responsibilities:
 - ✓ Sales and Support of 12 channels to top platforms' (NatGeo, Wild, 24Kitchen, FoxNews, FoxTV, etc);
 - ✓ Communicate priorities, provide budget forecast, partnership between FBC and Programming Distributors, based on show assignments.
 - ✓ Obtain and provide marketing support for Programming Distributors in accordance with FBC marketing objectives, recap project.
 - ✓ Process of Programming Distributors; assess strategic steps;
 - ✓ Facilitate marketing support for FBC programming (e.g., Programming Distributor direct mailers, cross-channel promos, promotions, social networking efforts, general subscriber outreach);
 - ✓ Assess objectives as outlined by supervisor; brainstorm, create and manage project timeline; work with Creative Services and Special Ops to create and distribute content and communication in support of pre-determined objectives;
 - ✓ Facilitate Programming Distributors support of specific network objects;

*** VESTEL CIS – Moscow, Russia.**

(Consumer Electronics Industry)

Deputy General Director

Russia, Ukraine, Belorussia, Moldova.

Dec'2007 – March'2012

- Report to: CEO of Vestel Foreign Trade/Member of Board
- Direct Reports (22):
 - ✓ Sales Managers (Retail Chains, Wholesalers, Regions);
 - ✓ OEM Managers;
 - ✓ Service Managers;
- Responsibilities:
 - ✓ budget/forecast/sales/ stock management;
 - ✓ commercial policies (pricing, discounts, promotions);
 - ✓ planning of local production (Moscow/Alexandrov factory) and import;
 - ✓ trade marketing activities;
 - ✓ service and after sales management;

- ✓ credit control management;
- ✓ brand development;

*** HAYAT HOLDING - Istanbul, Turkey**

(FMCG)

Trade Marketing Director

Oct'2004 – April'2007

CIS, Russia, Romania, Bulgaria, Algeria

- Report to: CEO of Hayat Holding/Member of Board

- Direct Reports (8):

- ✓ Marketing Managers;
- ✓ PR Managers;
- ✓ Country Representatives;

- Responsibilities:

- ✓ design, development and management of all trade marketing activities;
- ✓ marketing research on new targeted market;
- ✓ sales budget and forecast;
- ✓ brands positioning and development;
- ✓ pricing, discounts policy;
- ✓ market share and profitability;
- ✓ marketing research;
- ✓ management of representative offices;
- ✓ sales and marketing training;

*** EVYAP INTERNATIONAL – Istanbul, Turkey**

(FMCG)

Area Sales Manager

Sept'2001 – May'2004

Russia and CIS

- Report to: General Director

- Direct Reports (5):

- ✓ Country Representatives;
- ✓ Sales Specialties

- Responsibilities:

- ✓ budget/sales/forecast;
- ✓ stock analysis;
- ✓ marketing research;
- ✓ product trainings;
- ✓ trade marketing activities;

*** COLGATE-PALMOLIVE NG – Baku, Azerbaijan**

(FMCG)

Marketing & PR Manager

Aug'1997 – Mar'2000

Caucasus Region

Report to: Regional Manager

- Direct Reports (1):

- ✓ Marketing Manager;

- Responsibilities:

- ✓ design, development and management of all marketing/media activities;
- ✓ corporate relations (Media, Government, Professional);
- ✓ media budget management;
- ✓ stock analysis;

Skills and Abilities

Executive Management

Foreign Trade

Import/Export

Advertising and PR

Media Planning

Sales Organisation

Distribution Management

Marketing Research & Strategy

Sales Support and Operation

After Sales Support

Education

Azerbaijan State University

Political Science & Social Management

1993-1998

Music Academy

Faculty of Classic Piano and Violin

1989-1993

Languages

Turkish	Native language
Russian	Native language
English	Fluent
French	Intermediate
German	A1 (studying)