

Nurcan KUCUKBAYRAKTAR

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Date of birth : 24.08.1978

Place of birth : Germany / Nationality : Turkish



Profile

A versatile and resourceful professional with high performance record of accomplishment in business development. Combination of forecasting, sourcing, revenue growth, cost reduction, product development and international sales experiences that drive continual business growth. Profitable management skills that have leveraged to meet budget plans and exceed forecasted revenues. Enthusiastic, motivated, proactive, people oriented, well organized, with experience on a global scale. Passionate for continuous trade success and development; ability to work under strict deadline and budgets.

Career History

DIRECTOR OF SALES AND MARKETING

MEMTEKS A.S.- Istanbul, Turkey - Jan 2019 – Jan 2021

Memteks A.S. is the first seamless garment manufacturer with biggest capacity in Europe ; serving global brands with more than 500 employees.

- Managing , coaching and developing a cohesive merchandising team of 12 people.
- Delivering a new organization in company's sales and marketing structure, customer scale and distribution channels.
- Developing and improving marketing and sales strategies of 22 global brands.

MERCHANDISING DIRECTOR

GURSOY & VIA GROUP- Istanbul, Turkey - Mar 2016 – Dec 2018

Isfanbul (formerly known as Vialand) is the first and biggest amusement park in Turkey; with more than 2 million annual visitors.

- Management, sourcing and organization of retail sources retail shops of the 3 theme parks in Turkey and USA. (Product groups including toys, home textiles, textiles, souvenirs and stationery)
- Connection with different suppliers including licensed toy suppliers, leading cartoon distributors, textile vendors and souvenir importers.
- Research, creation, production and management of 2000+ SKU's.
- Managing sales & stocks of the products with a team of 80.

SOURCING MANAGER

PROVEA S.A. - Lausanne, Switzerland - Feb 2013 - Jan 2016

Created as a daughter company of EDITION ATLAS in 2002, PROVEA S.A. is a mail-order company specialized in the creation, marketing and distribution of women's lingerie, men's underwear and other "consumable" product categories in subscription sales systems throughout Europe.

- Management of dedicated sourcing projects. Set up of sourcing relations and contracts with garment factories in China, Turkey, Eastern Europe and North Africa for various kind of products including lingerie, underwear, T-shirts, Shirts, socks, beachwear, home wear, home Textiles.
- International stock coordination and forecasting among the subsidiaries of the company in various countries (Germany, France, Russia, Ukraine, Turkey) and central stocks in Switzerland. Created and maintained central stock follow-up. Basing on the central stock availability; validated the stock products among the sales activities within 6 different countries. Coordinated new order quantities accordingly.

BRAND MANAGER & TEAM LEADER

Nova Fashion Group – Dusseldorf, Germany & Istanbul, Turkey - May 2006 - Sep 2012

Group of textiles companies with more than 800K employees ; EUR88 M production and EUR 25M wholesale turnover in 2011. Combination of production, sourcing and wholesale brand companies. Manufacturing for leading global fashion brands such as Hugo Boss, Escada, Alexander McQueen, Marc Cain, Massimo Dutti etc. for more than 30 years.

- Re-organization of German brand "Verse" & establishment of Turkish brand "Mila". (women's wear / wholesale)
- Identified brand building strategies for both brands ; including brand mapping, market sizing, customer segmentation, pricing and collection assortment, team building, wholesale distribution and supply chains, marketing channels.
- Managed, coached and developed a cohesive team of 18 people. Delivered a new organization in brand's collection structure, customer scale and distribution channels. Devised a brand building strategy for all markets, focusing on Turkey and Eastern European countries.
- Increased the wholesale distribution contractors from 8 to 15 in 3 months; with more than 600 final retail customers for Verse in 2010. Achieved 12 sales agents in 8 countries with EUR 12 million wholesale revenue by end 2011 for Mila.
- Drove the teams in defining a productive profitable product assortment. Developed relation with supply chains and made product negotiations with manufacturers to optimize production costs and profitability. Directed and coached regional sales agents in order to maximize sales, achieve profit plans and margins. Increased wholesale revenues by 40% within first 16 months.
- Moved approx. 340.000 piece annual CMT woven production from Macedonia to full package production in Turkey in 6 months, which led the "Verse" brand achieve 40% saving in production costs.
- Organized and managed all marketing and P&R activities in Germany and Europe. Ensured to get the label's trademarks registered in an accurate way; participated in global fashion fairs, took part in organization of photo shootings (incl. casting, styling, graphic design), managed international P&R relations, recreation of Group's web page and other marketing tools.

FOREIGN TRADE MANAGER

CEBITEKS - Moscow, Russia ; Istanbul, TR ; Shanghai,China -Aug 2002 -Mar 2006

Leading woven fabric manufacturer & supplier in Turkey since 1936.

- Establishment of a Foreign Trade Department to create an export revenue for the 3rd generation of the company and re-structure the production and supply chain abroad. Created a new export department consisting of a professional export & import team of 12 people.
- Built up export marketing and sales strategies for the targeted jurisdictions. Coached and managed the new export team to concentrate on their target regions. Achieved USD 12 million export turnover in 11 countries within first 2 years.
- Opening & Managing of Branch Office in Moscow in 2004, with 4 employees; Managed and coached the team in order to support and develop the relations with final customers. Followed up all legal and formal procedures during and after the establishment of the company. Made annual budgets and sales forecast.
- Organization & opening of Shanghai liaison office in 2003, which was structured to realize Far East production of the company with sub-contractors. 20% of total production was transferred to China land as of January 2004 which led the company save an extra 15% in production costs.
- Participated in 36 international fabric exhibitions in 4 years. Organized and managed all procedures, contracts and arrangements. Devised a new brand name for a specific product line; named "Lana Storia" (Wool Story). Developed special P&R materials; made press releases and announcements, managed product publicity arrangements.

FOREIGN TRADE MANAGER

LANER - Istanbul, Turkey - Mar 1999 - June 2002

Turkey's one and only UV Lacquer supplier with more than USD 10M turnover in 2001, which was only the 3rd year of the establishment of company. UV Lacquer is an industrial chemical product, used in packaging and plastic materials of various industries.

- Devise an export sales building strategy for all markets, focusing on Eastern Europe and Middle East.
- Lead a team of 4 people delivering USD 1,5 million export turnover in 16 months.
- Partnered with buying, operations, planning and finance teams in determining fiscal year plans.
- Drove monthly forecasting meetings to determine appropriate raw material supply chain.

SALES CO-ORDINATOR

ENPA - Istanbul, Turkey - Jun 1998 - Mar 1999

Distributor of AMOCO BP Chemicals & Pharmaceuticals in Turkey, for packaging and plastic industries.

- Coordinated targets for cost management and profitability; sales plans and team performance.
- Managed and coached a team of 4 people which achieved 20 % sales increase within the first 6 months and obtained 10 % cost saving in distribution channels and suppliers.
- Provided monthly sales forecasts and implemented new sales strategies to achieve the new sales targets.

RESERVATIONS SUPERVISOR

INTERCONTINENTAL HOTEL - Istanbul, Turkey - Jul 1997 - Jun 1998 *Inter*

Continental Hotels and Resorts - Five Star Global Hotel Chain.

Obtaining daily room reservations to be accurately sustained in th hotel's global reservation database.

- Distributing new marketing channels to increase hotel's room revenue.
- Prepared periodical sales forecasts accurately and implemented new promotional activities together with commercial sales departments which led to reach 15% above the annual revenues.
- Awarded and promoted as the employee of the year 1997. Youngest Senior Manager in the chain.

THOMAS COOK TRAVEL - Brighton, United Kingdom - Sep 1996 - Jun 1997

TRAINEE - Tour Operator & Travel Agent : Worked as a trainee in various departments : package holiday programming, airline ticketing, sales, customer relations, complaint handling.

Education

SUSSEX UNIVERSITY Hotel Management - Brighton, England- 1995 - 1997 : Distinction

MARMARA UNIVERSITY English Literature, - Istanbul, Turkey - 1994 - 1995 Grades A

ANATOLIAN COLLEGE Foreign Languages - Edirne, Turkey - 1990 - 1994 : 9 GCSE, 6A

Trainings

Intensive **FRENCH** Courses , Ecole Club Migros - Geneva, Switzerland - B1 Level , 2013

RUSSIAN - Private Language Course , Istanbul, Turkey - 2006 - 2007

ITALIAN - Private Language Course , Istanbul, Turkey - 2001 - 2002

Languages Native **Turkish**, Fluent - Bilingual **English** , Intermediate **French**.

Computer Skills Windows and Mac applications.