

Dr. Meriç E. BEBİTOĞLU

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Experience

• Management Consultant CEO office 5/2018-

D-SMART

While being one of the founders of the company in 2007, assists CEO Office for all management aspects and strategy whereas new business opportunities.

sertex

• General Manager 1/2018- 4/2019

Managed the transformation of Sertex, 40 years of technical textile and upholstery fabric company into carpet production brand new Kadife Hali, directed product development, sales marketing, R & D and logistics functions whereas the formation of sales channels ready to be in the market in 1 year.

atlas

• General Manager 1/2011- 9/2016

Re-established Atlas Hali, as 47 years old well known premium brand, invented the one and only innovative products using nanotechnology on carpets providing stain free and self cleaning properties. %350 increase in sales by this disruptive Innovation.

D-SMART

• Sales & Operations Director 1/2007- 1/2011

As D-Smart has reached app 1,2 Million users in a short period of time like 2,5 years, he took senior responsibility of both D-smart and sister company Smile Adsl facilities including all the sales channels management such as dealers, distributors, chain stores channels, corporate sales, web affiliated sales and call Center sales as well as directing processing operations, CRM and logistics.

Digiturk

• Sales & Bus. Dev. Manager 5/2002- 1/2007

Directed sales and marketing activities of DIGITURK's second brand ZAP, additional 375.000 customers later on with CAM module innovation reached to 1 M customers with an alternative sales channel consist of satellite tech. shops.

TEL SİM
vodafone

• Campaigns Manager 5/2000- 1/2002

Edited, launched and evaluated the sales and promotion campaigns of Telsim products, such as, GSM handsets, sim cards and vouchers. Established commercial relationships with third parties, seeking for alternative sales/distribution channels and investigating new markets and opportunities.

ZET

• Marketing Manager 10/ 1998- 3/2000

Managed the marketing facilities of ZET Computers such as; advertising, PR, pricing, promotions while leading product management activities.

• Strategic Planning Exp 11/ 1994- 10/1998

ZEYTİNOĞLU

Prepared sectoral analysis and feasibility reports.involves with strategic planning of Zeytinoğlu Group.

Education

Graduated from Anadolu University Eskişehir



- Phd (2003) Management
- MBA (1997)
- Industrial Engineering (1994)

AIESEC

International Experience via AIESEC traineeships in;

- Greece Pub. Power Corp.(1993)
- Finland Gov. City of Jyv. (1995)
- Hungary Reader's Digest (1996)



About me

Experienced Lecturer and professional with a demonstrated history of working in the higher education, telco and retail industry. Skilled in Marketing Management, Sales, Strategic Planning, Business Development, and Marketing Strategy. Strong education professional with a Doctor of Philosophy (Ph.D.) focused in Business Administration

Trying to be a good father and husband to Derin Su & Işlay

Academic Experience

Asst. Prof. Dr. at;

- Bahçeşehir University (2016-) Social Sciences Dept.
- Nişantaşı University (2017-) Management Dept.

Consultancy

Founder of



Training and Consultancy Ltd.