

Dr. Murat Aras

Senior Management Consultant – Founder / GM, MANNAGENN

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Executive Summary

Senior Management Consultant and Management Engineer with applied experience launching new business ideas, orchestrating continuous change and unlocking innovation to generate competitive advantages in challenging markets and climates. Utilizes analytical formation, creative skills and interdisciplinary competencies to engineer vision into concentrated strategies, goals and direction. Enjoys transforming problems into opportunities by associating conflicting notions of contemporary business such as science and art, sociology and math, technologies and people, strategies and execution, data and emotions.

Areas of Expertise

- Management Consultancy and Engineering	- Strategy, Culture, People and Technologies
- Business Process Analysis (BPA), Design, Optimization and Management (BPM)	- Organizational Restructuring, Reorganization and Digital Transformation
- Product, Service and Process Innovation	- Productization and Commercialization
- Contact Center and Customer Care Services	- Business Development, Marketing and B2B Sales
- Team, Project and Change Management	- Coaching, Mentoring, Training and Leadership

Professional Experience

Aug 2006 – to date, MANNAGENN

Senior Management Consultant – Founder / GM

Responsibilities:

- Establishing a key service portfolio and creating market demand for management consultancy services.
- Securing sustainability through active business development and continuously increasing intellectual capital.
- Achieving growth against multinational competitors with differentiated and generic offerings.

Selected Highlights and Contributions:

- Achieved Microsoft Azure Expert MSP (Managed Services Provider) designation through a detailed audit by ISSI with 0 gaps for Data Market, to become Turkey's 1st and World's 80th Microsoft Gold Partner.
- Consulted Data Market to enter VMWare's Hybrid Program and complete with 1st place in the EMEA Region.
- Took strategic involvement in Data Market's steady increase in ICT500 from #84 in 2008 to #28 in 2020.
- Participated in ATP's (BIST: ATATP) IPO as consultant, selling 100% of the offered shares worth 180.000.000€.
- Sponsored Turkish Women's Co-Mentorship and Professionalization Program with Kadir Has Gender and Women's Studies Research Center in partnership with the United States Consulate in Istanbul.
- Merged 750 FTE, restructuring entire organization and reconstructing integral human resources processes.
- Disclosed 35 enablers and orchestrated 28% increase in innovation capabilities of a corporate startup enrolled in TUBITAK 1601 Capacity Building for Innovation and Entrepreneurship Grant Program.
- Created 1026 leads and 38 prospects for Sage France's entry into the Turkish market.
- Reduced informational prerequisites of processes by 37,2% and improved CSAT by 4,7% for IGDAS.
- Performed market studies with venture success in the USA for a Deloitte Fast 50 Company.
- Streamlined required staff from 528 to 330, simultaneously improving customer experience and achieving 46,9% savings in OPEX with services for IBB (Municipality Metropolitan Istanbul).
- Consolidated IBB's contact center from 507 to 176 agents with no qualitative and quantitative losses.
- Played an integral role at Arvato Bertelsmann, preventing the company from shutting down local operations to become a profitable and reputable outsource provider in Turkey employing 3.000 people in 8 locations.
- Redesigned customer service and HR value chain for AssisTT enabling 420% growth, earning Gold Medal and Industry World Champions titles from ContactCenterWorld.
- Won \$500.000 Alliance Healthcare ERP tender against ORACLE, representing a 1-year-old startup.
- Took role in over 200 awards as a team member from major organizations and leading IT vendors.

Apr 2009 – May 2018, Eurosis Consulting

Senior Management Consultant – Contractor

- *Discovered 124 organizational improvement opportunities and 45 quick wins for Konya Seker.*
- *Reduced Cimentas's total cost of procurement cycle to 0.52%, below the APQC Top Performers Benchmarks.*

Apr 2008 – Sep 2009, Peppers & Rogers Group

Subject Matter Expert (SME) – Contractor

- *Retained 28.700 customers worth \$2.240.000 annual revenue for Turk Telekom.*

Mar 2004 – Oct 2005, Turkcell Global Bilgi

Subcontractor

- *Acquired complete ownership of Digiturk churn operation having accomplished 60% churn, 35% sales and 98% forecast accuracy.*

Jan 2002 – Aug 2006, Vodatech

Contact Center and Business Development Manager

- *Procured steady growth at Turkey's first outsource contact center to employ 500 agents within 3 years.*

1993 – 2001, Earlier Experience

Department Manager, idefix, Celebi Holding • **Graphic Designer**, Goze • **Graphic Designer**, Prefabrik • **Field Engineer**, Aktif Marine • **CAD/CAM Operator**, Bilgi • **Logistics Personnel**, Parex • **Data Operator**, AVC

Education

Certification in Business Process and Decision Modeling, Open HPI, Hasso Plattner Institut
Ph.D. in American Culture and Literature, Institute of Social Sciences, Kadir Has University
Master of Business Administration (MBA), Institute of Social Sciences, Istanbul Bilgi University
Bachelor of Engineering (BEng) in Marine Engineering, Faculty of Naval Architecture, I.T.U.

Credentials

Bilingual in Turkish and English (native speaker), intermediate level German

Expert in BPMN, Cloud Services, Industry 4.0, Enterprise Applications (BPM, CRM, ECM, RPA) and SCRUM.