

Dr. Murat Aras

Chief Marketing Officer

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Executive Summary

Chief Marketing Officer with applied experience launching new business ideas, orchestrating continuous change and driving innovation throughout the organization 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

- End-to-End Strategic Marketing	- Generating Insights and Delivering Impacts
- Go-to-Market and Channel Strategies	- Communications, Branding and Digital Marketing
- Product, Service and Process Innovation	- Productization and Commercialization
- Management Consultancy and Engineering	- Business Process Analysis and Management
- Contact Center and Customer Care	- Business Development and B2B Sales
- Team, Project and Change Management	- Coaching, Mentoring, Training and Leadership

Professional Experience

04.2022 – to date, ATP

Chief Marketing Officer

Responsibilities:

- Developing and executing competitive marketing strategies, business models and value propositions.
- Carrying out product owner role to align global solution portfolio with strategy, data, insight and analytics.
- Administering the 4P's of marketing and marketing activities with sales channel partners and stakeholders.
- Increasing revenues with exceptional marketing performance and inspiring a high-performance team.

06.2006 – to date, MANNAGENN

Senior Management Consultant – Founder / GM

Responsibilities:

- Establishing a key service portfolio and creating market demand for management consultancy services.
- Achieving growth with differentiated and generic offerings against multinational competitors.

Selected Highlights and Contributions:

- Participated in ATP's (BIST: ATATP) IPO as consultant, selling 100% of the offered shares worth 180.000.000€.
- Consulted the productization process of Zenia POS for ATP, currently active in 2700 restaurants globally.
- 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.
- Took strategic involvement in Data Market's steady increase in ICT500 from #84 in 2008 to #28 in 2020.
- 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.
- Reduced informational prerequisites of processes by 37,2% and improved CSAT by 4,7% for IGDAS.
- 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.
- 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.

04.2009 – 05.2018, 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.*

04.2008 – 09.2009, Peppers & Rogers Group

Subject Matter Expert (SME) – Contractor

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

03.2004 – 10.2005, Turkcell Global Bilgi

Subcontractor

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

01.2002 – 09.2006, 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, ideofix, 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.