



## **Özgür Kalan • Senior Advisor**

Entrepreneur with experience in business development, marketing, strategy, international trade and communications. International networking ability; Interdisciplinary, analytical thinking and conceptual approach; strong IT knowledge; high problem solving abilities; fast and constructive decision maker; managing complexity and stress; implies success energy.

### **CURRENT EXPERIENCE**

#### **Founder and CEO, Ritmik Bilgi A.Ş., Istanbul**

November 2015 – Present

Marketing Services, Business Consultancy and Business Development

#### **Co-founder and Member of Board, Aritmik A.Ş., İstanbul**

January 2016 – Present

Country representative of German electro-mechanic company, EMG. Co-editor of ledportali.com in Lighting Industry. OEM sales representative of GE Lighting Turkey.

#### **Senior Advisor, Volitan Consulting, İstanbul**

December 2015 – Present

Key expertise is M&A in healthcare sector, management consultancy services and PPP healthcare projects.

#### **Co-founder and Customer Representative, FerroStar FZE, Dubai**

April 2015 – Present

International Business Development mainly in Africa (West Africa including Mauritania, Ivory Cost, Ghana and Nigeria) and South Caucasus (Georgia, Azerbaijan and Armenia)

### **PAST EXPERIENCE**

#### **Co-founder and Member of Board, Durall Aydınlatma A.Ş., İstanbul**

July 2016 – May 2017

LED Lighting company producing in Turkey.

#### **Head of Marketing and Business Development, Siemens Energy Sector, Istanbul**

January 2014 – April 2015

Responsible for Siemens Energy Sector's customer centric marketing activities and new business development. Responsible for lead generation and new business development esp. in niche markets. Market Intelligence and market reporting. Process owner of Customer Segmentation and Customer Strategy. Member of CRM Board. Representing Siemens in energy working groups of TÜSİAD and YASED.

## **Key Achievements**

- Established a business development and marketing department in sector Energy.
- Coordinator of the decision making board of the sector in Turkey.
- Contacted and contracted (NDA) with major ENR top Turkish Constructors.
- Financing and investment negotiations with Korean investors.
- Created energy investments leads for Siemens from Kazakhstan, Libya, S. Africa and Mauritania.
- Corporate Marketing Manager function for Key Accounts TÜPRAŞ, Durmazlar and Çalık Holding.

## **Head of Sector Communications, Siemens, Istanbul**

October 2008 – January 2014

Leading a team of 3 Sector Communicators in the Communications and Government Affairs (CC) department. Responsible for communications of Energy, Industry, Healthcare and Infrastructure & Cities Sectors for the Turkish market. Responsible for communications of Low- and Medium-voltage business unit in Central Eastern Europe Cluster (CEE).

## **Key Achievements**

- Effectively managed the re-organization of Sector Communication during the integration of the MarCom functions under CC department.
- Aligned all Sector Communication processes to global standards and CC processes.
- Re-defined and coordinated the supplier systematic to ensure speed and transparency.
- First Strategic Communications Plans for Siemens Turkey Sectors.
- Implemented EFQM in Sector Communication processes.

## **Head of Marketing, Siemens Building Technologies, Istanbul**

June 2006 – October 2008

Marketing Manager for Siemens Building Technologies, responsible for business development, strategic marketing. Sector Responsible for Healthcare Sector as a vertical market for Building Technologies. Regional Development and Key Account Manager for the group.

## **Key Achievements**

- Implemented Partner Management Systematic, including partner evaluation, contracting, partner communication and portfolio management.
- Established the Building Automation sub-division and created lead for the first reference project order from Acibadem Healthcare Group.
- Developed the first Energy-Efficiency Concept for Building Technologies.
- Developed and implemented strategy plans. Established the CRM transformation project.
- Developed and executed Portfolio Management Systematic; implemented Acvatix (valves and actuators) portfolio based on business development strategies.
- Led the projects for the transfer pricing strategies, based on strategic product groups.
- Business development of security solutions business unit (SES) by initiating the sales of RFID products, Eyetec sensors and transport solutions.
- Integrated regional Cable TV solutions in the portfolio of SES; became a global best practice.
- Aligned business processes with marketing and communications departments in HQ.

## **Senior Management Consultant, Siemens, Istanbul**

October 1999 – June 2006

Management consultant in Corporate Strategies and Consulting Department. Directly consulting to CEO and management boards of Siemens Turkey. Reporting directly to the department director. Also specialized in Strategic Planning and Project Management in various company-wide management projects.

## **Key Achievements**

- Invented and implemented DSPPS – Dynamic Strategic Planning System, IP-based planning system. Trained the strategy responsible and related employees in various Siemens countries.
- Developed the Sales Strategy Concept for Siemens Turkey.
- Developed and implemented the first Sector Concept in Siemens Turkey.
- Developed first Services concept for Siemens Turkey.
- Established the Sales Board in Siemens Turkey, empowered by the company CEO.
- Project Manager of the Siemens “Corporate Change” program (YES).
- App. 600 customer visits, surveys and face-to-face interaction with customers.

## **Part Time Sales Support, Siemens, Istanbul**

June 1995 – December 1998

Besides practical trainings in Siemens and PwC, worked as a part-time sales support specialist for the Industry Sector.

## **Key Achievements**

- Accomplished the division’s first Promotion and Buying Center Analysis.
- Conducted two customer satisfaction surveys.
- App. 400 customer visits, surveys and face-to-face interaction with customers.

## **MAJOR TRAININGS / SEMINARS**

- Protocol Management, TODAİE, Sep’11
- Sales Techniques, BTO, Sep’11
- Partner and Dealer Management, BTO, July’11
- Mentee in Siemens Mentorship Program, Apr’10 - Apr’11
- Global Web and MarCom Summit, Siemens Feldafing Leadership Center, May’09
- Solution Sales, Advanced sales skills, Mar’08
- Marketplace Simulation-Venture Strategy, Mar’07
- Healthcare Manager Certification Training (Siemens Training Center), Feb’05-Aug’05
- Siemens S4 Management Learning Program (Siemens AG. Initiative), 2001 – 2002
- English Advance Level Course (English Vocation School, England), July-Aug’90

**Other Training Topics (1999-2010):** Leadership, Project Management, Coaching, Time Management, Marketing, Sales, Communications Excellence, Moderation, Trainer’s Training, Problem Solving, Decision Making, Financials, Internal Compliance Trainings.

## **Practical Trainings and Part Time Experiences**

- Practical Training / Part Time – PWC (Price Waterhouse Coopers), Jan-Nov’99
- Practical Training – Siemens AG. (Siemens AG, Germany), Aug-Sep’97
- Practical Training – Coopers Lybrand (Coopers Lybrand), Feb-May’97
- Practical Training – Siemens (Simko A.Ş. Corporate Communication), July’96 & Aug’95

## **EDUCATIONAL BACKGROUND**

- Marmara University, MBA Finance and Accounting, in German, Istanbul Turkey, 2006
- Marmara University, Business Administration, Controlling in German, Istanbul Turkey, 1999
- Kadiköy Anadolu High School, curriculum in Turkish and English, Istanbul Turkey, 1993
- Macka İlkokulu, primary school, Istanbul Turkey, 1986

## PERSONAL DETAILS

Born in 03.06.1975, Konya, Eregli, Married, a son. Military obligation completed.

Good command of written and spoken English and German

**Special interest:** Photography, Bird Watching and Ornithography -Bird Photography, Diorama, Digital Design, History, Swimming – Skin Diving and Gourmet-Travelling

**Computer Knowledge:** Universal Coding adjusted by high computer knowledge. Web Technologies. Desktop Publishing. Internet of Things.



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