

ARZU DENİZ AKSOY



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SENIOR DIRECTOR OF COMMUNICATION & MARKETING MANAGEMENT

High energy executive and C level leader • Advocacy & Government Relations • Corporate Communications Management • Regional Marketing Management • Key Account Management • Brand Management • New Business Development • Digital Transformation • Strategic Leadership • P&L Management • Team Management • ExCo and Board Membership, Company Spokesperson

— Career Profile —

Dynamic 26 years progressively responsible in all phases of government relations, communications, marketing, & business development experience • Demonstrated ability to supervise in a team environment and achieve cross-functional business objective • Self-starter, analytical thinker, action oriented, outstanding interpersonal communication and negotiation skills

— Professional Experience —

Strategic Consultant & Independent Board Member

United Nations Global Compact Turkey, İstanbul | NGO

Strategic Consultant

2019 October - Present

www.globalcompactturkiye.org

Business 4 Goals, Hedefler için İş Dünyası, İstanbul | NGO

Strategic Consultant

2020 May - Present

www.business4goals.org

Sustainability Academy, İstanbul | NGO

Independent Board Member

2019 November – Present

www.surdurulebilirlikakademisi.com

Bilgi University & Boğaziçi University (BÜYEM)

Part-time University Lecturer

2019 October – Present

BASF, İstanbul | Chemical

Head of Corporate Communications, Government Relations

Online & Social Media Expert for EMEA

2010 Jan. – 2019 July

www.basf.com.tr

Lead Corporate Communications & Government Relations in 29 legal group entities in 34 different countries

Member of the Management Board, Company Spokesperson

Media Relations & Public Relations, Crisis Communication, Brand Management, Corporate & Marketing Communications, Event Management, Corporate Advertising, Employee and Leadership Communications, Social Media, Sponsoring and Donations, Corporate Social Responsibility, Corporate Reputation Management, Investor Relations, Government Affairs, Merger & Acquisition / Change Management

Key Achievements:

• Full C-level responsibility for all of BASF's corporate communications strategies and activities in the region, leading a team of 5 direct reports, overall 15 people. The remit includes media relations, social media, digital comms, brand communications and advertising, corporate responsibility programs, internal comms, sponsorships and events, and crisis communications management.

- Closely monitored the political environment and day to day issues of Turkey and Turkey's relationships within the region, communicating the implications and effects to the business, at both local and group level.
- Developed BASF's positions on a range of issues, and communicating these positions to the government, media and other stakeholders. Tailoring group-level messaging to be in-line with local expectations.
- Built and sustained key relationships within Government. Delivering tactical influence plans: through briefings, events, 1:1 meeting with government officials and other stakeholders.
- Developed risk matrix and strategic plans for government and external affairs.
- Full accountability for running BASF's extensive corporate communications, media relations, internal comms, social media, and Corporate Social Responsibility initiatives in the region.
- Responsible for BASF's reputation in the region - managing, enabling, and monitoring.
- Closely monitored the political environment and day to day issues of Turkey and Turkey's relationships within the region, communicating the implications and effects to the business, at both local and group level.
- Supported the BASF Managing Director in government and external affairs. Developing risk matrix and strategic plans.
- Managed media crises, through the use of briefings, 1:1 meeting, Q&A documents, public response web sites.
- Provided public relations services to five different businesses with varying requirements.
- Developed a Corporate Social Responsibility framework for BASF in Turkey, in-line with country and group level policies as well as local regulations. CSR project was selected as a benchmark for whole Europe Region.
- Set framework and policies for internal communications; supervised internal communications activities via developing and executing specific projects.
- Primary media spokesperson for BASF in Turkey.
- Led, coached and developed the Communications team.
- Coordinated BASF executive visitors to Turkey: event organization, planning, preparing briefs.

BASF, Istanbul | *Chemical*

www.basf.com

Europe & EAWA Marketing Manager, Performance Chemicals

2006 June -2010 Jan.

Regional Marketing Manager, for Middle East and North Africa (MENA), Performance Chemicals (2006-2008)
As a subsidiary of BASF SE, BASF Turk operates in 6 divisions and in 18 countries. Performance Chemicals Division is the third biggest division in BASF Turk. Leading whole Europe countries and EAWA region marketing activities. Head of whole EAWA and European marketing department of the company. Managed all operational aspects of the business, including marketing strategies, product launch and business development with full P/L responsibility. Managed a team of 23 and a \$15 Million budget. Implemented new sales & marketing channel strategy.

Key Achievements:

- Initiated new business development and accelerated growth project/business experience
- Key account management (B2C) and distribution (B2B) system experience in various business environments and various cultures/countries
- Multinational sales and marketing experience. Market development responsibility in Greater Europe Region
- Set up and achieved business targets for global & local launches.
- Collect inputs from retailers' point of view. Periodically visits to European brands & retailers. Try to create pool marketing impact to BASF business via visits.
- Input in regard to benefits to retailers & consumers in launch teams
- Monthly report on regional marketing activities to management
- Monthly retail market intelligence data to management

3M Sanayi ve Ticaret Ltd. Şti., Istanbul | *Industry*

www.3m.com.tr

Marketing Manager

2000 Sep. – 2006 June

As a subsidiary of 3M USA, 3M Turkey operates in 7 divisions. Safety Security & Personal Safety Division is one of the biggest divisions in Turkey. Led the biggest departments' whole marketing activities during 6 years period. Successful launch of second brand for Occupational Health & Safety Group at Çekmeköy production site. Turkey became one of the biggest production sites after that launch. Implement the first CRM system for Turkey operation and executed the first call center for Turkey.

Key Achievements:

- Managed “Second Brand – KOYOTE Penetration Program” in Turkey as a pilot. After the success of second brand penetration, this program has extended to other European & MENA countries.
- Launched new web sites for “Koyote” & “3M” brands.
- Increased market share of the Occupational Health & Safety Products (OH&ESD) from 15% to 38% in five years period.
- Team member of “Customer Relations Management” program in 3M and implement an in-house Call Center for the company.
- Fastest growing business in the region. Maintain relationships with key corporate decision-makers; establish large-volume, high profit accounts with excellent levels of retention and loyalty.
- Started creative marketing initiatives, including seminar series with customers, sponsorships, mass-market penetration programs.
- Worked as an active team member to implement an Automotive Market Center approach in Turkey. Implement & focus on specific marketing programs, trainings, and demo activities for AMC accounts. Increase market penetration in AMC from 31% to 54%
- Managed 1 Sales Rep. & 4 Call Center Agents, providing the full orientation trainings and sales techniques for promoting second brand in Turkey. Create a new business model for the 2nd.brand & carry it to a very well known & requested brand in the market.

Etap Group, Istanbul | *Beverage, Soft Drink*

www.etapgroup.com

Sales and Marketing Manager

1998 July – 2000 Sep.

Established new sales department and managed product development process of company products to local & international market. Key management team member heading all strategic sales & marketing and business development in the Schoeller-Etap Joint Venture. Tasked with building a strong marketing organization and introducing more aggressive, competitive strategies to increase sales and market share. In charge of all marketing activities in 5 countries throughout the Middle East.

Key Achievements:

- Took an active role in change management process of Joint Venture project with Schoeller Germany.
- Created a new business model for whole marketing activities of the new JV company within the territory.
- Increased sales and market share with the new marketing models.

The Coca-Cola Company, Istanbul | *FMCG*

www.coca-cola.com.tr

Marketing Specialist

1994 April- 1998 July

Headed channel marketing, market development, planning, and key account management. Identified the market channels and necessary information to bring out those channels horizontal and vertical sales growth opportunities. Conducted field researches with this purpose.

Key Achievements:

- Identified market channels & the necessary information to bring out those channels horizontal & vertical sales growth opportunities
- Managed Home & On-Premise Channels.
- With the “Channel Development Specialist” responsibility developed and maintained close relationships with all national Key Accounts. Coordinated and supervised of all marketing, sales, budgets and store promotion activities. Achieved 45% sales increase within one year.
- Controlled & implemented the monthly budget, reporting changes & deviations to the proprietor making sure that all necessary corrective measures are carried out punctually.
- Draw out & implemented the following medium- long-term plans and making yearly revisions for business objectives

— Education —

Bachelor of Agricultural Engineering, Ege University, IZMIR (1988-1992)

Master of Business Administration, Dokuz Eylül University, IZMIR (1992-1994)

2 years Micro MBA on Social Media Relations, Berlin Quadriqa University (2011-2013)

Yale University, The Science of Well-Being Certificate Programme (2020)

— Professional Development —

Coca-Cola	Basic Marketing Techniques, Istanbul • Time Management International, Istanbul • Information Systems, Izmir, • Market Research Techniques, Istanbul • Marketing Budget & Expenses, Istanbul • Channel Marketing, Istanbul / Izmir • Merchandising Workshop, Vienna • PAR Leadership Selling Skills, Istanbul • Market Research Techniques, Istanbul
Etap Group	Project Management, Istanbul • Professional Sales Techniques, Istanbul
3M	Brand Management Workshop, Istanbul • Business Plan Workshop, Istanbul • Customer Relations Management Workshop, Istanbul • 6 Sigma Green Belt Training, Istanbul • Apples & Oranges – Cash Flow and P&L, Istanbul • Marketing Leadership Development Program Training, Istanbul • Experimental Marketing, Istanbul • Leadership Skills, Istanbul
BASF	European Young People Forum, Denmark • Digitalization for Marketing & Communication, Istanbul, • Value Chain Marketing Training, London & Hong-Kong, • Leadership Skill Training, Germany, • Media Relations, Brand Management Skills, Berlin • Perspectives, United Kingdom • Finance Workshop for Non-Finance Managers, Istanbul, • Leadership Pitstop, Heidelberg.

— Skills & Interests —

BASF Global Mentoring Program – Mentor for 8 years
European Association of Communication Director Global Mentor – Mentor for 4years
6 Sigma Green Belt holder (4 projects finalized)

Dream Partner of Young Guru Academy, Science Movement Project
Social Entrepreneur of Bilim Virüsü (Science Virus) Initiative

Memberships:

European Association of Communication Directors, Global Board Member and European Mentor
Corporate Communications Directors Associations of Turkey, Board Member
Ethics & Reputation Society, Turkish Association of Advertising Agencies,
Sustainable Development Associations Turkey – a subsidiary of WBSC
Turkish Investor Relations Association, TurkishWIN

Language: English – Fluent, German – Basic
Other: Licensee Tennis Player of KSK Club in between '80-'84 years,
Travelling to different cultures & countries, Reading, Writing small stories.

— Personal Data —

Date of Birth & Place: September 10, 1970, Antalya
Mobility Willingness: Open to International Expat Positions

— References —

Available on request
Also refer to LinkedIn

