



CURRICULUM VITAE

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WORK EXPERIENCE

2017- TODAY

ETNA POMPA TEKNOLOJİLERİ

Istanbul

Export Sales Manager

Developing export sales of a well-known brand ETNA, manufacturing water pumps, and boosters as well as fire fighting pumps throughout targeted regions abroad. Planning and improving market strategies and establishing a distributor network in the regions suitable to the company's marketing objectives. Responsible for the growth of export sales, traveling a lot and implementing ETNA brand to the markets we headed for. Today, almost from zero, the company is exporting to 30 countries. Starting with a negligible turnover, export sales is now more than 3mio USD/year after four years with a dedicated working manner.

2017- 2017

GLOBAL WATER SOLUTIONS

Istanbul

Marketing and Business Development Consultant

As an expert and consultant to spend as much time needed to achieve the desired objectives of getting GWS products into specific customers, specification with consultants, architects builders and other avenues in order to generate sales of GWS pressure tanks and water treatment equipment in Turkey with key channel partners and OEM's. To improve dealer network throughout Turkey and new sales channels.

2008- 2016

ALFEN POMPA SİSTEMLERİ

Istanbul

Sales and Marketing Manager

Executing complete operation of sales as well as planning marketing activities and strategies.

Analyzing product groups and market penetration under high pressure of competition.

Bidding to constructors and/or sub-contractors for large scale building projects dominated by the private and public sector. Responsible for determining pricing strategy, marketing budgets and managing dealer network as well as dynamic sales team including export sales. The company has reached to %277 sales growth in local and export sales in this period.

2003 - 2008

ANADOLU FLYGT (A XYLEM Group Company)

Istanbul

Business Unit Manager

Establishing a new product range for clean and wastewater applications with submersibles as well as booster pump sets for the industrial market and building technologies in terms of a profit center. We build up an effective dealership channel for distribution of the new product groups, to prepare and declare the related price lists, catalogs, commercial procedures for the dealer network

2001 - 2002

WILO TURKEY

Istanbul

Manager of Submersible Pumps Division

Increasing the market share of this reputable German firm in this product range, establishing a new distribution and service network throughout Turkey to achieve a significant market share in this segment.

Reporting to the general manager, managing the budget, executing the operations of sales and logistics and being responsible for the profits and annual turnover of this product group.

2000 - 2001

APT METAL FORM (NEMA GROUP)

Istanbul

Managing Partner

Reforming and managing a manufacturing company in the construction sector producing infrastructure elements such as closed expansion vessels, serpentine boilers, and hot water accumulation tanks. Re-organized the dealer network to increase market penetration and sales. Contracting OEM products for well-known pump companies as an approved supplier.

1985 - 2000

FESCIOGULLARI LIMITED

Bursa

Managing Partner

Management of production facilities of the company manufacturing fire fighting equipment as well as sales and marketing functions in the long term. Responsible for the general management of the company as a board member in a medium-sized family-owned business

FREELANCE INITIATIVES

2002

TEKNIK BOMBE

Gebze, Kocaeli

Management Consultant

Consulting to the managing director with a core aim of providing ISO 9001 Quality System Certification and representing the company as Management Representative during the process of improvement and final audits held by TUV.

1996

MAURI MAYA

Bandırma

Fire Security Project Consultant

Special task to consult, supervise, coordinate and audit the total fire security project.

EDUCATION

University of Istanbul, Faculty of Business Management, 1983

Bursa Anadolu Lisesi, 1978

LANGUAGE SKILLS

English – Advanced

SOFTWARES USED

Windows applications and sub-sofwares related; accounting softwares; worked with IBM-Lotus Teamwork CRM and various pump selection softwares also.

SPORTS

Skiing, Tennis