

Pınar Türe

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Trade Marketing Manager | Channel Marketing Manager | Category Revenue Planning Manager

Business Administration, MBA Master's level educated in Koc University & Bsc. Food Engineering degree in Middle East Technical University with over 16 years of experience in local & multinational FMCG companies. Experience in Trade Marketing, Channel Development & Activation and Category Revenue Management and also managing teams of 4 people for 10 years.

As Trade Marketing & Channel Marketing Professional, responsible for trade development, all product marketing activation, merchandising, distribution objectives and strategies and managed the day-to-day activities for setup & execution. Lead new growth opportunities and developing customer marketing strategies to grow and promoting company's products by developing and implementing channel marketing programs.

Recent years, developed channel specific, market specific and account specific trade marketing programs with analyzed category and market conditions & understanding of customer&shopper profiles and categories and in order to develop a strategical channel and customer plan via those profiles also created leaner effective process to increase operational efficiency, customer satisfaction and service quality.

Ability to identify, manage on key strategic, organizational and operational processes and procedures to drive revenue, sales productivity and operational efficiency, achieving business objectives, increasing market share, improving sales performance, creating and executing trade marketing plans & strategies focused on customer requirements for many channels in many years.

Core Competencies: Trade Marketing, Channel Marketing, Product Development, Business & Process Development, Sales&Marketing Analysis, Category Activation, Revenue Management, Joint Business Planning, Point of Purchase Champion, Business Strategy, Project Management, Operational Experience, Networking, Communication, Team Management

Key Achievements:

- Perfect Store KPI's and achievements to create NR by using a web based tool (~1,5% NR Contribution):
 - ✓ HZ MSL (must stock list) compliance from 57% to 73% in TT channel in 3 years
 - ✓ Shelf MSL compliance from 56% to 65% in TT channel in 3 years
 - ✓ No of secondary displays from 0,91 to 1,89 in MT in 3 years
- Maximized profit of the category via SKU rationalization, listing, in&out (Chocolate category profit increased by +4ppt)
- Efficiency by route&service optimization of merchandising team (time spent in store&new job description for different SPM formats) (10% overhead saving)
- Return management via aligning with sales team on targets and taking necessary actions (95% achievement)
- Long Term Planning of Gifting & Offering Category – Bayram:
 - ✓ Design&Procurement&Distribution nationwide of POSM materials (**10.000 units**)
 - ✓ Organization of hiring process of merchandising team and training agenda (**6.000 merchandiser**)
- NPD launch planning (>95% accuracy in pipeline volume&distribution)
- POSM development (**manage 10MTL of POP&stand budget**)
- Lead merchandising team (250 people) and management of the agency (**managed 11MTL budget**)

Fluent in English, Good in German & Italian.

Technologies & Platforms. Microsoft Office (Excel, Word, PowerPoint), SAP, Panorama.

EDUCATION

MBA of Business Administration / Marketing Consumer Behavior & Operations, Koc University	2003
BSc. Food Engineering, Middle East Technical University	2001

PROFESSIONAL WORK EXPERIENCE

Tiryaki Agro Gıda San. A.Ş. Trade Marketing Manager, Istanbul	Jan 2023 – Mar 2022
<ul style="list-style-type: none">Lead trade marketing activities	
Selen Kozmetik A.Ş. Trade Marketing Manager, Istanbul	June 2022 – Dec 2022
<ul style="list-style-type: none">Lead trade marketing activities	
Sütaş A.Ş. Trade Marketing Category Executive, Istanbul	Sep 2021 – May 2022
<ul style="list-style-type: none">Lead trade marketing activities for related categories	
Bursa Pazarı-Bunzl Trade Marketing Executive, Istanbul	Jan 2021 – Sep 2021
<ul style="list-style-type: none">Lead trade marketing activities for Modern Channel at targeted revenue&profitabilityLead and execute 4P principlesWork on profitability by SKU levelCoordinate the projects with procurement, sales, production departmentsTrack stock, supply, execution standarts in key	
Unifree Dutyfree Senior Category Associate, Istanbul	Oct 2019 – Dec 2020
<ul style="list-style-type: none">Lead procurement and category management for local products at targeted revenue&profitabilityResearch for new suppliers and lead contract processDevelop store based layout plan by taking shopper needs into accountTrack stock, supply, execuion standarts in a multifunctional environment	
B-FIT Sports Center Franchise Owner, Istanbul	Mar 2018 – Sep 2019
<ul style="list-style-type: none">Serving 200 members with high customer satisfaction rate driven by user experience, develop customized campaigns&activities	
Mondelez International Istanbul	Jan 2013 – Jan 2018
Category Revenue Planning & Activation Manager, Nov 2016 – Jan 2018	
<ul style="list-style-type: none">Develop and execute Activation Marketing Plans for chocolate&biscuits categories in multichannelLead the category based on 4P principlesOptimize yearly strategy of global brands on a local level with a quarterly implementation planLead Joint Business Plans with category ambassador vision both internally and externallyLeading to provide shopper insights and effective utilization of those global knowhow into customer plansTrack category performance (sales/profit/growth/market share) and take corrective actions if necessaryCategory PL responsibility with focus on rebates, discounts, pricing and trade marketing budgetCustomizing shopper-based plans to key customers and being a partner of account team in alignment of customer teams	
Perfect Store Manager, Jan 2015 – Nov 2016	
<ul style="list-style-type: none">Lead the Perfect Store Agenda in Turkey and contribute to Regional Perfect Store Team with local best-in class executionsDefine the prioritization of the categories in a multichannel environment collaborating with other commercial teamsDefine In-Store success agenda and execution standards for different retail environment	

- Full responsibility of developing category based selling stories and picture of success enabling category growth
- Track Perfect Store KPI performance ensuring company guidelines and timeline are met
- Champion the understanding & importance of '5S Strategy', 'category', 'consumer', 'shopper' and 'point of purchase' through the organization
- Driving executional excellency in field, with merchandising tracking system; continuous relationship with field team through trainings and clarification of development areas.

Channel Activation Manager, Jan 2013 – Dec 2014

- Be the anchor and owner of planning and controlling annual, quarterly and monthly commercial agenda for the channel programs in Retail, Wholesale & Distributors across all brands.
- Manage budget and ROI for channel specific trade marketing activities
- Lead 3rd Party Merchandiser Organization and ensure delivery on input measures KPIs and output measures: ROI & Spend Effectiveness.
- Integrate field insights into commercial discussions and report sales needs to achieve competitive advantage
- Understanding the competitors in related categories and developing competitive sales plans to meet with targeted shoppers
- Providing to sales function effective information about products, promotional activities and display materials
- Full responsibility of development and execution of promotional calendar, consisting of price promotions, internal & external incentive plans and customer/brand activation projects in close relationship with channel managers.

Kraft Foods | Istanbul

Jul 2010 – Jan 2013

Channel Development Executive, Jul 2010 – Jan 2013

- Actively manage the process of integration of global brands into existing RTM after merge&acquisition
- Develop combined trade marketing agenda for traditional channel for multi brand following the acquisition
- Assist the Channel Development Manager to grow business via deepdive analyses
- Develop, supervise and improve procedures to link entire marketing activities with sales team activities.
- Coordinating the sales promotions, in&out or occasional products with marketing, supply chain departments
- Coordinate communication of price, product and pack changes.

Cadbury | Trade Marketing Executive, Istanbul

Jan 2007 – Jun 2010

- Develop and execute trade marketing campaigns including loyalty programs, commercial partners' training courses, generate branding & POP materials
- Campaign planning, implementation and evaluation
- On-going control of annual trade marketing budget
- In depth analysis of competition
- Provide marketing assistance to sales team through answering clients and product inquiries.
- Coordinates activities associated to organization participation at tradeshow or events.

Kent Gıda - Cadbury | Key Account Executive, Istanbul

Jun 2004 – Dec 2006

- Manage key accounts comprehensively and secure customer loyalty by highlighting differentiation and excellence in service (Responsible for Migros, Tansaş, ŞOK, Metro, Real)
- Ensure sales targets on time
- Work with cross functional teams to leverage resources and share information and best practices
- Full responsibility for sales budget

Cargill | Contractor, Istanbul

Feb 2004 - May 2004

- Responsible for raw material supply and export process