

Xhoana GÜLKAN

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PROFILE

Over 23 years of success on Management, Sales and Marketing career in Computer, Consumer Electronics, Telecom Industry, Steel Manufacturing Industry and International Tender Projecting. Outstanding success in building company's Sales and Marketing Strategic and Financial Directions / New Business and New Business Models Development / Team and Business Processes Establishment and Management / Relations Management / Maintaining Relationships with Distributors, Key Channel and Reseller partners also driving new business with them. Consistently achieve top ranked sales performance in all positions by bringing high revenue, high market share.

Specialities : Building & Managing a Brand, Channel , Value Added Services and Differentiating Business Models, Business Development, Sales & Marketing, Sales & Reseller, Distribution Partnership, Product Management, Positioning, Planning, Budget Management, Contract Negotiation, P&L, Key Account Management, Forming and Empowering Strong Teams, Sales & Marketing Team Supervision and Training.

CAREER AND ACHIEVEMENTS TO DATE

TURKEY & CAUCASIANS BUSINESS DIRECTOR

SILICONPOWER COMPUTER & COMMUNICATIONS INC. / **TAIWAN**

December 2020 - Still

JOB ROLE

- Establish and Manage SiliconPower Brand Turkey & Caucasian brand business

ACHIEVEMENTS

- Established SiliconPower Turkey & Caucasian local operation
- Developed & executed each country distributing, sales & marketing strategies, owned revenue and margin targets for the country and ensured that these targets are met or exceeded
- Manage Financial statuses per each client.
- Develop business with local Tender Holders, B2B, Retailers , and B2C for Co-Brand business
- Developed and drove a local distribution channel expansion initiative targeting sales & market share growth including system intergraters, distributors, SI and local dealers
- Target decision making executives and carefully develope a level of credibility and trust, thereby growing brand loyalty and sustain growth & profitability
- Plan sales, products training, reseller activities oriented towards our customers with marketing and product divisions
- Analyze the market and competitors, brands and price positioning, sales channels in local market
- Assigned agencies for growth activities in the market (PR, Merchandising, etc.)
- Built up a strong sales & marketing team to reach revenue and profit targets.

PROJECT DIRECTOR

REALIS AGENCY / **ISTANBUL**

January 2014-November 2020

JOB ROLE

- Provide , Manage, Control and Finalize international brand localizing projects

ACHIEVEMENTS

- PROMATE TECHNOLOGIES (DUBAI) – Head advisor on local office establishing, brand positioning,sales & marketing strategy development.
- Istanbul 3rd Bridge(ICA / HYUNDAI) – IT Infrastruter building project directioning.)
- Izmit Bay (IHI) – IT Infrastructure building project directioning).

FOREIGN TRADE MANAGER

TMS Mekanik Makine Sanayi LTD ŞTİ / **ISTANBUL**

January 2014-December 2017

JOB ROLE

- Provide , Manage, Control and Finalize international projects

ACHIEVEMENTS

- Istanbul 3rd Bridge(ICA / HYUNDAI) – Steel Construction Project deal/ Procure, Manage, Control, Deliver each tender deal.
- Izmit Bay (IHI) – Steel Construction Project deal/ Procure, Manage, Control, Deliver each tender deal.

COUNTRY MANAGER

PROMATE Technologies / **DUBAI**

January 2013-December 2013

JOB ROLE

- Establish and Manage Promate Brand Turkey local business

ACHIEVEMENTS

- Established Promate Turkey local operation in 2013
- Developed & executed the country's distributing, sales & marketing strategies, owned revenue and margin targets for the country and ensured that these targets are met or exceeded
- Manage Financial statuses per each client.
- Develop business with local Retailers and B2C for Co-Brand business
- Developed and drove a local distribution channel expansion initiative targeting sales & market share growth including distributors, SI and local dealers
- Target decision making executives and carefully develope a level of credibility and trust, thereby growing brand loyalty and sustain growth & profitability
- Plan sales, products training, reseller activities oriented towards our customers with marketing and product divisions
- Analyze the market and competitors, brands and price positioning, sales channels in local market
- Assigned agencies for growth activities in the market(PR, Merchandising, etc.)
- Built up a strong sales & marketing team to reach revenue and profit targets.

COUNTRY MANAGER

KYE Systems Corporation – GENIUS / **TAIWAN**

August 2006-December 2012

JOB ROLE

- Establish and Manage Genius Brand Turkey local business

ACHIEVEMENTS

- Established Genius Turkey local operation in 2006
- Developed & executed the country's distributing, sales & marketing strategies, owned revenue and margin targets for the country and ensured that these targets are met or exceeded
- Develop business with local SI for Co-Brand business
- Built up and grew relations with key reseller partners(Teknosa, Vatan, Gold, MediaMarkt and Saturn , Carrefour, Metro, Real, Darty, etc)
- Developed and drove a local distribution channel expansion initiative targeting sales & market share growth including distributors, SI and local dealers
- Create and Run channel partnership program called Genius Channel Program to the largest regional customers and retailers in order to improve channel penetration. This program which is run by a vendor is the widest incentive program
- Target decision making executives and carefully develope a level of credibility and trust, thereby growing brand loyalty and sustain growth & profitability
- Plan sales, products training, reseller and dealer activities oriented towards our customers with marketing and product divisions
- Analyze the market and competitors, brands and price positioning, sales channels in local market
- Assigned agencies for growth activities in the market(PR, Merchandising, etc.)
- Built up a strong sales & marketing team to reach revenue and profit targets.

BRAND AND BUSINESS DEVELOPING MANAGER

Koyuncu Elektronik LTD. ŞTİ. – **İSTANBUL**

January 2005 – August 2006

JOB ROLE

- Establish new product lines and new business opportunity for the company/ Set: Procurement, Pricing, competition strategies, sales & marketing program. Conduct backlog and product allocation management. Train : own team, local distributors and resellers team about products and sales strategies. Build up a strong sales & marketing strategy to reach revenue targets and profits expectations.

ACHIEVEMENTS - BRANDS

- NETWORKING PRODUCTS / **TP-LINK**
- PC PERIPHERALS / **ABIT – MSI - LIFEVIEW**
- PC ACCESSORIES / **CREATIVE - OWN BRAND**

BRAND AND BUSINESS DEVELOPING MANAGER

AYMAKSAN DIŞ TİC LTD ŞTİ – İSTANBUL

January 2002 – December 2004

JOB ROLE

- Establish new product lines and new business opportunity for the company/ Set: Procurement, Pricing, competition strategies, sales & marketing program. Conduct backlog and product allocation management. Train : own team, local distributors and resellers team about products and sales strategies. Build up a strong sales & marketing strategy to reach revenue targets and profits expectations.

ACHIEVEMENTS - BRANDS

- PRINTER – COPIERS / **OLIVETTI**
- PC – NOTEBOOK / **OLIVETTI**

BRAND AND BUSINESS DEVELOPING MANAGER

MULTİMEDYA DIŞ TİC LTD ŞTİ – İSTANBUL

JULY 1998 – September 2001

JOB ROLE

- Establish new product lines and new business opportunity for the company/ Set: Procurement, Pricing, competition strategies, sales & marketing program. Conduct backlog and product allocation management. Train : own team, local distributors and resellers team about products and sales strategies. Build up a strong sales & marketing strategy to reach revenue targets and profits expectations.

ACHIEVEMENTS - BRANDS

- PC PERIPHERALS / **LEADTEK – MSI – AVERMEDIA - APACHE**
- PC ACCESSORIES / **CREATIVE – A4TECH**
- MONITOR / **HYUNDAI**

MEMBERSHIPS

BOLU SPORTİF AERONAUTICAL ASSOCIATION

Member of Honour

August 2016 – Present

ALBANIA AERONAUTICAL ASSOCIATION

Member of Honour

August 2016 – Present

BİLGİN YAZARLAR

Member of Honour

November 2019 - Present

QUALIFICATION AND EDUCATION

| | | |
|-------------|---|---|
| 1994 – 1998 | : | Marmara University / Branch of Philosophy |
| 1991 – 1994 | : | Coşkun Private Girls College |
| 1983 – 1991 | : | Deshmoret e Prishtines / Primary & Secondary School |

LANGUAGES

| | | |
|----------|---|--------------|
| Albanian | : | Native |
| Turkish | : | Native |
| English | : | Proficiency |
| Italian | : | Intermediate |
| Arabic | : | Elementary |

REFERENCES

KYE SYSTEMS CORP

Mr. Sam Liou
President & Shareholder
E-Mail : sam_liou@geniusnet.com.tw

PROMATE TECHNOLOGIES

Mr. Yasir Alkaar
Intl Sales & Mkt Director
E-Mail : yasir@promate.net

BOĞAZİÇİ BİLGİSAYAR DIŞ TİC LTD ŞTİ

Mr. Abdullah Tecdelioğlu
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DATAGATE BİLGİSAYAR AŞ

Mr. Salih Baş
CEO
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KOYUNCU BİLGİSAYAR DIŞ TİC LTD ŞTİ

Mr. Kenan Koyuncu
President & Owner
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MULTİMEDYA BİLGİSAYAR DIŞ TİC LTD ŞTİ

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TMS VİNÇ MEKANİK MAK. SAN. LTD. ŞTİ.

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