

**Xhoana GÜLKAN**  
Cumhuriyet Mah. Şadırvan Sk. Teras Çekmeköy Sitesi  
D Blok / D:5, Taşdelen, Çekmeköy, İstanbul-Turkey  
Mob: +90-533-2168994  
E-Mail: [xhoana.drishti@gmail.com](mailto:xhoana.drishti@gmail.com)

## 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 & COMUNICATIONS 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 integrators, distributors, SI and local dealers
  - Target decision making executives and carefully develop 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.
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**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 adviser on local office establishing, brand positioning,sales & marketing strategy development.
  - Istanbul 3rd Bridge(ICA / HYUNDAI) – IT Infrastructer building project directioning.)
  - Izmit Bay (IHI) – IT Infrastructure building project directioning).
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**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.
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**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 develop 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.
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## 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 develop 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.
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## 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**
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## **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 – COPPIERS / **OLIVETTI**
  - PC – NOTEBOOK / **OLIVETTI**
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## **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**

<b>MEMBERSHIPS</b>
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## **BOLU SPORTIF AERONAUTICAL ASSOCIATION**

Member of Honour

August 2016 – Present

## **ALBANIA AERONAUTICAL ASSOCIATION**

Member of Honour

August 2016 – Present

## **BILGIN 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](mailto:sam_liou@geniusnet.com.tw)

### PROMATE TECHNOLOGİES

Mr. Yasir Alkaar

Intl Sales & Mkt Director

E-Mail : [yasir@promate.net](mailto:yasir@promate.net)

### BOĞAZİÇİ BİLGİSAYAR DIŞ TİC LTD ŞTİ

Mr. Abdullah Tecdelioğlu

President & Owner

E-Mail : [atecdeli@bogazici.com.tr](mailto:atecdeli@bogazici.com.tr)

### DATAGATE BİLGİSAYAR AŞ

Mr. Salih Baş

CEO

E-Mail : [sbas@datagate.com.tr](mailto:sbas@datagate.com.tr)

### KOYUNCU BİLGİSAYAR DIŞ TİC LTD ŞTİ

Mr. Kenan Koyuncu

President & Owner

E-Mail : [ykk@koyuncu.com.tr](mailto:ykk@koyuncu.com.tr)

### MULTİMEDYA BİLGİSAYAR DIŞ TİC LTD ŞTİ

Mr. Erhan Caniklioğlu

President & Owner

E-Mail : [erhan@multimedya.com](mailto:erhan@multimedya.com)

### TMS VİNÇ MEKANİK MAK. SAN. LTD. ŞTİ.

Mr. Eren Gülkan

General Manager

[eren@tmsvinc.com](mailto:eren@tmsvinc.com)