

Being part of the BASF for more than 14 years, I did have the chance of building business management through key accounts as well as leadership skills under multinational environment. BASF brand name has nowadays known to be the entry ticket for the global Chemical World.

Under BASF roof, I was responsible for building relationships and driving key accounts to generate business growth through two different business units : Automotive & Industrial Coatings: OEM Key Accounts like Renault, Mercedes Benz Turk in addition to Tier Business Development were among the major automotive ones where I lead the business strategy . Coatings for coil, wind energy and general industry applications have been the main divisions for Industrial Coating business unit. My key responsibilities vary from creating direct sales opportunities to cost optimization to key account management, in order to bring sustainable and profitable short - long term business growth, which was aligned with BASF global business strategy.

Prior to joining BASF, I have been part of hardware, software and computer network systems to run purchasing department and plan project management financials.

Combining my background working under different organizational and structural business environment, I did have the chance of building competencies to adopt and drive. I am self confident that I do fulfill strong technical and commercial requirements to develop operational and commercial growth. With my dedicated hard working and result oriented approach, I can bring out of box perspective to open a path as differentiator.

I hold B.Sc in Chemistry at Middle East Technical University (METU) and hold outstanding performance awards.

Yours sincerely

M. Bora Tüzüner

+90 533 813 6634

bora.tuzuner@gmail.com



Murat Bora TÜZÜNER

Turkey / Izmir

(GSM) : +90 533 813 6634
e-mail : bora.tuzuner@gmail.com
Date of Birth : Nov 19, 1968
Web : blog.boratuzuner.com.tr

LANGUAGES

Turkish : Native language
English : Fluent

COMPUTER SKILLS

MS Office	████████████████████
SAP	████████████
Visual Basic	██████████
Linux	██████
Hardware	████████████████████

TRAININGS

- Account Management training Level1
- Perspective - Marketing & Sales
- Strategic Team Leadership Workshop
- Finance for Sales Professionals
- ANPQP - O.Renault
- ISO 16949 - Internal Auditing
- Coaching Skills
- Account Management training Level 2 - Pricing
- Negotiation Dynamics by Prof. Dr. Ingemar Dierickx
- Perspective - Sales Excellence
- Business Finance for Everyone - Apples and Oranges
- Leadership Program

INTERESTS & EXPERTISE

- Computers/electronics
- Personal Development books
- Alternative energy solutions
- Fishing, Sailing

Profile & Strengths

Business Management experience, seeking and acting upon business opportunities.
Coaching others for their skill development and building team spirit for common goals and decisions.

EXPERIENCE

2017 - Freelance: Management Consulting

2002 - 2017 BASF Turk Kimya Ltd Sti.

Country Sales Manager, Industrial Coatings (2014-2017)

- Build & lead New Sales for Industrial Coatings. Drive business operating & profitability accordingly
- Own country operating strategy to support market share increase.
- Developing channel and marketing strategy for retail business.
- Lead Turkey Sales Team while implementing commercial & operational strategy to ensure sustainable business growth & profitability.
- Build & maintain morale, develop career growth planning for direct reports.

Senior Account Manager, Oyak Renault (2010 – 2014)

- Drive forecasting, production and consumption analysis and planning.
- Leading team, implementation of new colors / projects and line optimization.
- Profitability analysis, Cost Per Unit (CPU) and budget follow up.

Technical Account Manager, O.Renault, Mercedes Turk (2002 – 2010)

- Business development, tier business Automotive Suppliers Plastics(ASP)
- Customer Line optimization and new product implementation. (Both Robotic and by hand)
- Localization of imported high runner products, formula optimization and first batch production.

1999 – 2002 Kompusel Bilgisayar.

Purchasing and Project management

- Purchasing, supplier and price evaluation.
- Business developments and maintenance agreements.
- Close follow up new technologies, Hardware and software
- TRT live TV program – Internet TV.

1997 - 1998 Biorand A.S.

Project Engineer

- Industrial Deodorizing Project preparation and implementation.
- Business development.

1993- 1995 Sesa Elektronik A.S.

Sales Representative

- I was responsible for selling Chemical Analysis Instruments both for laboratories and process.
- Preparation of quotations and documents for tenders.
- Business development in Aegean Region.

EDUCATION

1993 Middle East Technical University - Bachelor of Sc.in CHEMISTRY