# H:\My Pictures\ergin\EA.jpgERGİN AKMAN

Mobile: +90 533 580 27 93 / +90 532 573 11 58

E-Mail: erginakman@gmail.com / ergin.akman@outlook.com

***27 years of professional experience in “Best in Class” organizations***

***(e.g., Nestlé, P&G, PepsiCo. and Nike)***

***WORK* *EXPERIENCE***

BRITA General Manager; 2020 –

* Building a high performing organization
* Preparing short, mid and long term strategic plans and budget of the company and executing these plans
* Delivering key business results (e.g. growth, profitability, cash flow) in line with the budget
* Leading a multi-channel business (supermarkets, e-commerce, technology stores, convenience stores, etc.)

**Achievements:**

* Converted a 5-year loss making business into a profitable business in one year
* Achieved 89 % sales growth
* Improved cash flow substantially
* Recruited and built a solid top management team
* Improved key processes of the company (e.g. collection, promotion planning, sales forecasting)

Faculty Member, Freelance Consultant & Trainer; 2018-2020

* Teaching ‘’International Business’’ and ‘’Strategic Marketing’’ at Özyeğin University
* Giving seminars on ‘’Pricing’’, ‘’Consumer Trends in The Digitalized World’’ and ‘’Strategic Marketing’’ at Sabancı University Executive Development program
* Giving lectures, training and giving consulting to companies on various commercial topics:
* Mentoring start-up companies at Istanbul Technical University Çekirdek and Sabancı University Sucool

Nestle Waters Europe Region, Frankfurt, Germany; 2014 - 2018

Vice President Sales & Marketing – Europe Region

* Managing **all sales and marketing** related activities across the European region

|  |  |
| --- | --- |
| * Strategic Marketing & Brand Management
 | * Take Home & Out of Home Sales & e-commerce
 |
| * Marketing Research & Consumer Insight
 | * Category Management / Channel Sales Development
 |
| * Innovation / Renovation
 | * New Business Development
 |
| * Marketing Communication
 | * Corporate Communication
 |

* Responsible of full P&L of a **~ 700 million USD net-net sales** business
* Coverage of **+10 countries, 7 legal entities.** Managing a **team** (direct + indirect)of approximately **300 people**
* Managing a portfolio composed of **bottled water, carbonated soft drinks, ready-to-drink tea and fruit juices**
* Responsible of approximately **20 brands** (local and international)

**Achievements:**

* Converted a long **negative growth trend to a double-digit growth** in mostly mature markets
* Increased the **profitability from 2% to 12 % in 4 years with a strong portfolio optimization**
* Strengthened the **brand equity of all key brands** in all markets by **doubling marketing budget**
* Created sales and marketing structure for the region
* Strengthened the **brand equity scores of all key local and international brands**
* Led and/or supported key projects to fuel the profitable growth journey:

|  |  |
| --- | --- |
| * Premiumization
 | * Marketing Budget Allocation Guideline
 |
| * Innovation & Renovation
 | * Portfolio Optimization
 |
| * Pricing Architecture& Revenue Management
 | * Category Roadmap
 |

Nestlé Waters Turkey, 2010-2014

Marketing Director (Category Management, Channel & Sales Development, Corporate Communication, CRM & Call Center, Consumer & Shopper Insight)

* Responsible of full P&L **(~ 250 million USD net sales)** business
* Managing a portfolio composed of **bottled water and ready-to-drink tea**
* Managing a team of approximately **70 people**
* Creating and implementing strategies for different brands in different channels (Retail, Out of Home, Home & Office Delivery)
* Being responsible for the **entire P&L, marketing budget and centrally managed trade spending** of the company
* Managing relationships with external stakeholders (incl. Ministry of Health) as VP of ‘’Bottled Water Association’’

**Achievements:**

* Helped the company increase its **net sales by 75% and volume by 63% in 4 years**
* Strengthened the leadership position **by gaining 9.2% value & 9.1% volume share** **increase** in 3 years
* Re-launched Erikli brand resulting with + **20% net sales increase** vs. previous year, **52% increase in no of new subscribers** thus helped the brand reach its **ever highest repurchase and loyalty scores**.
* Built **Channel Category Sales Development** team, established the growth drivers and won two “Category Growth Initiative at Point of Sales Award”
* Executed an integrated communication project “Time to Move Against Obesity” for Nestlé Pure Life and crowned with many **digital marketing and social responsibility** **awards**
* Built **Corporate Communication & PR** function of the company; coordinated crisis management process
* Introduced almost **400,000 new household subscribers** to the consumer database
* Reached 95 % **customer satisfaction in call center** and chosen as the “Top Brand” for 3 consecutive years
* Chosen as the **“Asset”** (<%1) among Nestle employees worldwide

Procter & Gamble, P&G Professional Care, Wella 2002-2010

***Marketing Director (Marketing, Business Development and Sales Operations)***

* Managing **marketing, sales operations and business development** functions and teams
* Being responsible for the entire P&L of the company
* Managing **3 business units, 6 different categories, more than 20 brands and 2,000 SKUs**
* Preparing, implementing and controlling all **marketing and sales strategies** of the company
* Defining and controlling **sales and distribution strategies** (trade terms, bonus system, etc.)
* Managing daily commercial operations with sales force, distributors, key accounts and other customers

**Achievements:**

* **Introduced 8 new brands and quintupled the turnover in 5 years** (64 % from new products)
* Increased the **overall profit by min. 30%** each year
* Relaunched Wella brand with revenue, distribution and profit target over-achievement
* Relaunched Koleston brand with almost **40 %increase in volume and 50% increase in net sales** vs. previous year
* Introduced many Best Practice **new product launches** to the EMEA and Gulf Region
* Chosen as the **“Top Performer”** (< 1%) among P&G employees worldwide.

Nike Turkey, 2001 – 2002

Marketing Director

* Preparing and executing marketing plans and strategies for the company
* Managing all communication activities, agency relations and the marketing budget

**Achievements:**

* Organized ‘’best-practice” activities with more than 3 million USD media coverage each.
* Supported **30% growth in revenue** vs. previous year
* Helped Nike to be the 2nd **favorable brand among teenagers** and the **8th recalled brand** in Turkey

Ixir Internet Services, 2000 -2001

Head of Marketing

* Managing all strategic marketing, corporate communication, marketing research, trade marketing, customer services, product development, merchandising and CRM functions of the company
* Preparing and implementing marketing plans and strategies for all internet business and being responsible for turnover, number of subscribers and profitability of the company

**Achievements:**

* Had the **highest turnover and the highest number of subscribers** in the company’s history
* Had more than **100% cost reduction via product portfolio optimization**

Frito Lay Turkey, PepsiCo. Inc., 1998 – 2000

Marketing Services Manager & Brand Manager, 1999 - 2000

Brand Manager, 1998 –1999

* Preparing and implementing marketing plans for the corn category (Doritos and Fritos) and accordingly being responsible for the **volume, turnover and profitability** of the category
* Planning, and managing all **marketing communication and corporate communication** activities
* Planning and coordinating all **multi-brand promotions** of the company
* Supporting **new business development & export** businesses function of the company

**Achievements**

* Had the **highest sales volume in brand’s history** in Turkey
* Achieved the **highest market share in salty snacks** (26% as the highest in the world for Doritos brand) and 80 % segment share
* Introduced the new hot flavor of Doritos and had **51% volume increase versus previous year**
* Achieved year to date volume results **23% above plan and 45% above the previous year**
* Created a **pricing / sizing and forecasting model** for the entire product range of the company

T. Philips, 1997 –1998

Product Manager

Koç Holding, 1993 – 1997

Product Manager, 1995 – 1997

Logistics, Quality Assurance, Strategic Planning 1993 – 1995

***EDUCATION***

## University of California Berkeley, Marketing, 1997 (awarded with distinction)

* Istanbul Technical University, Business Administration Faculty,

Master’s Degree in Management, 1992 – 1994 *(91,34/ 100)*

* Istanbul Technical University, Business Administration Faculty,

Industrial Engineering, 1988 – 1992

* Kadıköy Anatolian High School, 1981 – 1988 (in English)

## Photography & Camerawork, 2018 – 2020 (2nd University)

***PERSONAL DATA***

* Date and Place of Birth: 19.10.1970, Istanbul
* Marital Status: Married