

PERSONAL DETAILS

Name: Neriman Gokcay, Ph.D.

Date of Birth: 27.03.1974

Nationality: Turkish (holding unlimited work permit in the European Union)

Adress: Gelengül Sokak, Neşe Apt. 5/5, Caddebostan, Kadıköy/ Istanbul

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E-Mail: nerimangokcay@gmail.com

EDUCATION

06/1993 *Saint Benoit French High School* Turkey

09/1993 *Koc University, Istanbul* Turkey

06/1998
Title: Bachelor of Arts in International Relations

08/1999 *University of Birmingham* United Kingdom

12/2000
Title: Master of Business Administration (MBA)

09/2015 *Özyeğin University* Turkey

08/2020
Title: PhD in Management

WORK EXPERIENCE

02/2024 - **Ozyegin University, Istanbul**
Lecturer
Teaching Organizational Behavior Course

09/2011 - **Freelance Trainer and Consultant**
Expert freelance trainer giving trainings in wide range of areas including:

NERİMAN GÖKÇAY
nerimangokcay@gmail.com

- International Business Management
- Retail mathematics
- Planning
- Innovation Management
- Strategy Management

09/2020-092023

**Critical Future, UK
Freelance Strategy Consultant**

As an expert freelance consultant conducts projects on international expansion, market extension and innovation areas. The scopes of the projects completed include

- International expansion decision such as countries to focus, target customer profiles, best product and marketing strategies
- Zoning and pricing strategies
- Market analysis
- Creating business development strategies
- Evaluating the industry effects of new trends such as 3D Printers
- Projects in a wide range of industries such as supply chain, biotechnology, healthcare, digital marketing services.

Successfully completed projects for international companies including Kuehne and Nagel, NHS, FedEx, EdenRed (UK), Univercells (Belgium) and SafeContact (Canada)

**09/2020 -09/2023 Bahçeşehir University, Istanbul
Lecturer**

Areas of expertise:

- Entrepreneurship and Innovation
- E-Commerce and Digital Marketing
- International Business
- Strategy

**09/2015 –
08/2020**

**Ozyegin University, Istanbul
PhD Candidate**

PhD Candidate with concentration in International Business and Management

Dissertation Subject:

“Innovation and Internationalization in Emerging Market Multinationals”

Teaching Responsibilities:

- Organizational Behavior
- Innovation Management
- Business Strategy
- International Business

**02/2014 –
07/2014**

**Okan University Vocational School, Istanbul
Lecturer**

Courses given:

- Strategic Management, Business 101

**07/2009 –
09/2011**

**Nest By Mozaik, İstanbul
Company Manager**

As the general manager of baby retail chain responsible of

- Managing the operation and the stores
- Building and managing national and international supplier relations
- Managing marketing, advertising, public relations and visual merchandising
- Improving merchandising strategies and service quality that revitalized sales
- Coordinating buying activities
- Performing budgeting, market analysis and strategic planning
- Creating business development and organising retailer connections
- Hiring and training the store teams

**06/2006 –
06/2009**

**SEYTA Training & Consulting, Istanbul
Partner**

As the partner of the company responsible of

- Sales and marketing of training and business consultancy services
- Financial and administrative management of the company
- To give financial and business consultancy to SMEs

**02/2005 –
05/2006**

**Pepsi Bottling Group, Istanbul
Financial Planning Supervisor**

As the Channel Planner of Large Format (Supermarkets) and On Premise Business Units work closely with VP Sales and sales managers.

- Prepare BU budgets and strat-plans.
- Prepare BU P&L reports
- Track net revenue and profitability by customer in a monthly basis
- Track net revenue and profitability by sub channels
- Provide channel based data for the monthly production of a departmental S&D and G&A expense budget vs actual performance reports

- Provide all necessary planning support to better manage SKU mix and profitability
- Track the profitability of Customer Agreements and give support to the sales managers during the negotiation period.
- Preparation of campaign profitability reports
- Provide ad-hoc reporting

**07/2004 -
02/2005**

**Gima A.Ş., Istanbul
Assistant Manager**

As the Assistant Manager of Buying Operations responsible of

- Co-ordination of the financial planning & budgeting
- Budget control, financial analysis and reporting
- Co-ordination of supplier payments
- Ad hoc analysis including variances in performance, cost expenditure
- Team leader in Hyperion Project

**08/2001 -
05/2004**

**Wal-Mart Germany GmbH & Co. KG, Germany
Senior Business Analyst & Financial Controller**

As a team member of the Merchandise & Finance Controlling Department responsible of

- Co-ordination of the financial planning & budgeting
- Weekly, monthly and quarterly forecasting
- Budget control, financial analysis and reporting
- Ad hoc analysis including variances in performance, cost expenditure
- Training of buyers for the new financial systems

**08/1998 -
08/1999**

**Bayındır Holding Co. Inc., Istanbul
Junior Auditor**

As a team member of the Internal Auditing & Control Department and a responsible of

- Internal audit and Controlling of various departments within the company
- Reporting and budgeting
- Quarterly Forecasting
- Financial data-management and organisation

LANGUAGE SKILLS

English Fluent

French	Fluent
German	Fluent
Italian	Intermediate
Turkish	Mother Tongue

COMPUTER LITERACY

MS Office
Spreadsheet Calculation
Hyperion Essbase
MS Project
MS Access
QDA

CONFERENCES & SEMINARS ATTENDED

Spring 2019	KOS Seminar <i>Istanbul, Turkey</i>
04/2019	AIB Western Europe Doctoral Student Workshop <i>Nuernberg, Germany</i>
25-28/06/2018	Academy of International Business (AIB) 2018 Annual Meeting <i>Minneapolis, USA</i>
24-28/05/2018	Global Strategy & Emerging Markets Conference 2018 <i>Miami, USA</i>
27-31/03/2017	International Business, Development and Policy, by Prof. Rajneesh Narula <i>Henley Business School, UK</i>
27-31/03/2017	International Business, Innovation and Geography, By Prof. Davide Castellani and Prof. Grazia D. Santangelo <i>Henley Business School, UK</i>
31/10-01/11/2016	Case Teaching Workshop, by Dr. Scott Andrews <i>Case Study Alliance Turkey</i>

SCHOLARSHIPS AND ACTIVITIES

Awards:	Ozyegin University, Ph.D Courses, Full Scholarship
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Universita per Stranieri di Siena in Siena, Italy.
Scholarship for Summer course
Sponsored by Fiat Co. Inc., Italy.

International Youth Exchange Camp, Switzerland.
Scholarship from International LIONS Club.

Activities:

Member of Alumni Association of
Lycee Saint-Benoit.

Hobbies:

Travelling, Skiing, Piano playing, Tennis