

## MELİKE KARAMAN

melikekaraman@yahoo.com  
linkedin.com/in/melikekaraman

### ACADEMIC BACKGROUND

01.1989- 01.1992: Bachelor's Degree, Economics, Istanbul University

01.1991-01.1992: Contemporary Business Management, Marmara University

### WORK EXPERIENCE

12.2018-present: Partner Associate, Knotpartners Technology-Finance-Management consulting, Training and Corporate Coaching for Hospitality Industry.

02.2019-present: Lecturer, Ozyegin University, Information Technologies in Hotels / Revenue Management Strategies in Hospitality

01.2017-03.2018: CEO, Protel Bilgisayar AŞ., Oracle Hospitality Partner

- Managed a revenue budget of \$30 million, led the team of 230+ employees.
- Achieved scheduled revenue & expense goals despite of adverse market conditions.
- Developed and implemented a new marketing plan, re-established marketing and sales organisations based on the changed environment of business.
- Re-organized the employee benefit system for service delivery and project teams. Changed service delivery model from on-duty system to shift working scheme.
- Relocated local and international partner relations to an efficient and cooperative tier.
- Received "Best Hotel Project 2017" award from Oracle for the Dogus Hotels Group Opera Multi Property implementation project in 4 countries (for getting local country partners to joint venture and delivering the project in a very short time period with complete customer satisfaction)

05.2005- 01.2017: Director, Client Services and Product Management Protel Bilgisayar A.Ş.

- Acted as the lead individual for the Hospitality software solutions line of company.
- Ensured that the company delivers peerless levels of client service from project start to 7x24 365 days maintenance delivery and ensuring of all contracts are delivered in sufficient quality, in line with client expectations and at required profit levels.
- Managed a team of product managers, project managers, L1,L2,L3 software support engineers, who are delivering service to more than 600+ high class hotels and 3500+ restaurant/bar/cafe locations including prestigious local and international chain clients.
- Managed the stages of complete client life cycle.
- Built and managed partner relations from local and international markets.

01.2002- 05-2005: Partner Associate, Promiss Consulting

- Delivered consultancy services to hospitality industry.
- Services included; process standardization, process optimisation, training, budget preparation, recruitment and due diligence. Managed long term projects for Taksim Otelcilik A.Ş., Naturland Eco Park and Resort Hotels, STFA Euroserve, Protel A.Ş.

01.1999- 01.2002: Administrative Assistant to the Chairman, Naturland Eco Park & Resort Hotels

- Assisted to the concept creators in setting up the operational procedures to build and maintain the eco-tourism theme.
- Managed recruitment, training and IT operations.
- Managed the operation of properties in the absence of the General Manager. Acted as an opening manager

of the “Forest Resort Hotel”.

06.1992- 01.1999: Training Development Manager, Protel Bilgisayar Ltd.

- Worked as a implementation and training specialist of Fidelio Property Management System (Hotel ERP).
- Fulfilled the product management positions of Fidelio PMS and Sales & Catering systems.
- Promoted as a training manager; in charge of hotel implementation projects and internal trainings as the company started to grow.

### **PERSONAL PROJECTS**

01.2013 – Present : New business generation; e-invoicing solution for hospitality and F&B

- In March 2010 General Communiqué 397 of the Tax Procedural Law was officially published and e-invoicing became available in Turkey.
- I developed a new business model for hospitality and F&B properties to manage their e-invoicing and e-archiving processes effectively by delivering a new software to the market called PortalPlus and building a new integration model with the other industry partners.
- , government authorities to determine the industry standards.
- Has been a pioneer in shaping the business model and prices in the hospitality and F&B vertical. Achieved 400+ customers in a very short while.

### **CERTIFICATES**

01.2019 – Present: Certificate Program in Digital and Social Media Marketing Management, Istanbul Technical University

10.2015 – Present: IIBA CBAP International Business Analyst  
BA-Works Business Analysis Services

06.2014: ITIL Foundation (2011) Certification, License 49290931\_en

06.2009 – Present: One-To-One Coaching, Proctor Gallagher Institute

### **SKILLS**

Operations Management, Software Service Delivery, Hospitality and F&B Technologies, ERP Implementation, Project Management, E-invoicing and Fiscalization, Proactive approach, Ability to adapt to new technologies, Team management, Cross team communication, Good organisational skills

### **INTERESTS**

Sailing, cycling