

## PERSONAL DETAILS

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**Name:** Neriman Gokcay, Ph.D.

**Date of Birth:** 27.03.1974

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

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

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## EDUCATION

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**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

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**11/2015-**

**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

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NERİMAN GÖKÇAY  
nerimangokcay@gmail.com

- 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)

**09/2011 -**

**Freelance Trainer and Consultant**

Expert freelance trainer giving trainings in wide range of areas including:

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

**09/2020 -**

**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, İstanbul  
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, İstanbul  
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**

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English	Fluent
French	Fluent
German	Fluent
Italian	Intermediate
Turkish	Mother Tongue

## COMPUTER LITERACY

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MS Office  
Spreadsheet Calculation  
Hyperion Essbase  
MS Project  
MS Access  
QDA

## CONFERENCES & SEMINARS ATTENDED

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- 25-28/06/2018** Academy of International Business (AIB) 2018 Annual Meeting  
**Minneapolis, USA**
- 24-28/05/2018** Global Strategy & Emerging Markets Conference 2018  
**Miami, USA**
- 27-31/03/2017** International Business, Development and Policy, by Prof. Rajneesh Narula  
**Henley Business School, UK**
- International Business, Innovation and Geography, By Prof. Davide Castellani and Prof. Grazia D. Santangelo  
**Henley Business School, UK**
- 31/10-01/11/2016** Case Teaching Workshop, by Dr. Scott Andrews  
**Case Study Alliance Turkey**

## SCHOLARSHIPS AND ACTIVITIES

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- Awards:** Ozyegin University, Ph.D Courses, Full Scholarship
- 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