



PINAR SÜKAN ERTÜRK

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AMBITION: Contribute to exceptional business results and team spirit by leveraging my more than 22 years of commercial experience in multiple markets of a global and matrix organization

WORK EXPERIENCE:

NESTLE PROFESSIONAL Egypt - Business Development Manager (04/2019 – 06/2022)

- Defined strategies to deliver category growth based on channel and customer requirements for the market in collaboration with regional team
 - Developed innovation/renovation (I/R) strategy by providing a customer, brand and portfolio perspective:
Results achieved: Initiated/executed 20 local and/or regional I&R projects in 4 categories (coffee, dairy, culinary, confectionary) and thus delivered MC improvements, incremental sales, efficiency, regulatory compliance, and sustainability improvements of the portfolio.
 - Provided strategic input for pricing decisions and supported the execution.
Results achieved: improved marginal contribution
 - Organized first sales training in NP for MAGGI brand
Results achieved: convinced regional team to send their senior advisory chef to Egypt and gave training to 52 sales representatives from all regions of Egypt.
 - Actively participated in the development and execution of strong functionally aligned brand and sales plans:
Results achieved: overachieved 130% targets for both food and beverage categories in 2021

NESTLE Russia - NESQUIK Marketing Manager (05/2015 – 06/2016)

- Full P/L responsibility, delivered profitable growth:
 - Convinced the Mancom member to invest in the category with a proper business plan
Results achieved: Real Internal Growth: +12,3%, Organic Growth: +26,7%
- Assured the improvement of the market leadership
 - Launched the first global campaign of the brand in Russia by collaborating strongly with the global team and established a social group platform in OK.ru (*Odnoklassniki which is the "Facebook" of Russia*)
Results achieved:
 - ✓ Increased Value market share (MS) to 79,6% (+200 bps), volume MS increased to 77,8% (+320 bps)
 - ✓ Received OK.ru creative award

NESTLE PROFESSIONAL Russia - Food Business Development Manager (09/2012 – 04/2015)

- Full P/L responsibility, established sweet & savory categories in food service out of home industry
 - Defined overall strategy and convinced both the local and regional Mancom members to invest in Russia
 - Optimized the portfolio and initiated short- and long-term Innovation & Renovations by integrating the market and process trends
Results achieved:
 - ✓ Real Internal Growth: +35,8% Organic Growth: +40%
 - ✓ Launched KITKAT topping for McDonald's Russia by getting capital investment in the factory

NESTLE Professional Turkey - Food Business Development Manager (2009 – 08/2012)

- Full P/L responsibility, delivered profitable growth for sweet & savory categories in food service out of home industry
 - Defined overall strategy, executed the operational plan, optimized the portfolio and initiated Innovation & Renovation projects
 - Developed a training program and repositioned the savory category in the minds and hearts of sales team through 4.200 hours of training
 - Collaborated with the sales team on building strong relationship with end customers via providing innovative applications during demonstrations and Chef-to-Chef events
Results achieved:
 - ✓ Real Internal Growth: +50%, Organic Growth: +62% and reached double digit operating profit (+1000 bps) just after one year and won Nestlé Turkey - "Achievement" prize
 - ✓ Trained, developed and grew talents into new roles within Nestlé, i.e. first time a category manager in Nestlé Professional moved to Nestlé retail business and became brand manager

NESTLE Turkey - Marketing Services and Communication Manager (2006 - 2009)

- Maximized the efficiency of the consumer marketing operations, built and developed center of competences within Nestlé to have outstanding creative process and quality of brand communication.
 - Set-up a new department with 6 FTE, collaborated strongly with all Mancom members and ensured the integration of the team within their business units for delivering the necessary services.
 - Implemented global best practices for consumer communication development & media buying and centralized all research projects
- Results achieved:
- ✓ Reached 2.450.000 CHF saving by structuring the media buying and remuneration processes of agencies
 - ✓ Achieved close 1.300.000 CHF saving by centralizing almost 200 research projects
 - ✓ Facilitated over 2.300 hours of training for 100 employees of marketing and sales teams

NESTLE Turkey - Group Brand Manager of NESCAFE (01/2005 - 12/2005)

- Full P/L responsibility, delivered sustainable, profitable growth for all NESCAFE brands
 - Defined and implemented communication strategy using both local and international resources
 - Led all the Innovation & Renovations integrating the market and process trends
- Results achieved:
- ✓ Real internal growth (*by +790bps*) and Organic Growth (*by +420bps*) over-achieved vs stretched target
 - ✓ Increased market share to 74% and household penetration to 56% (*400bps and 900bps above target respectively*)
 - ✓ Chosen by Capital magazine (*monthly, #1 Business magazine of Turkey*) as one of the top 25 marketers in Turkey

NESTLE Turkey - Brand Manager of NESCAFE, COFFEE-MATE, NESQUIK (1998 - 2004)

- Delivered sustainable profitable growth for all the categories
 - Developed and executed successful commercial plans by working across functions, launched, localized and initiated vital innovation and renovation projects
- Results achieved:
- ✓ Played an instrumental role in launching NESCAFE 3in1 which has become a block buster in Turkey and household penetration increased to 69% (*from 16%*)
 - ✓ Built and defended the capital investment cases required for local production of refill packs in all categories which today make over 75% of the brands sales
 - ✓ Relaunched COFFEE-MATE, NESCAFE GOLD and NESCAFE CLASSIC brands with the improved taste, packaging, above-the-line and below-the-line consumer communication

NESTLE Turkey - Sales Coordinator (1997 - 1998)

- Recruited as the first female commercial trainee of Nestle Turkey. Managed the development and local activation of all the Nestle categories in traditional channel, local chains and national Key Accounts in western Turkey
 - Executed all aspects of sales function (*i.e: relationship building, identifying opportunities, closing deals, collecting debts, forecasting*)
- Results achieved:
- ✓ Convinced the sales director to classify and manage the two local chains as Key Accounts of Nestle Turkey
 - ✓ Managed, motivated, trained and supported a team of 15 sales representatives and merchandisers

EDUCATION:

BA in Business. Administration (English), Marmara University, İstanbul – TR (1993 - 1997)

- Major: Finance
- Marmara University, İstanbul (Accredited, H+ in Anabin, Diploma recognized in Germany)

Österreichisches St Georgs-Kolleg (Realgymnasium und Handelsakademie), İstanbul – TR (1985 - 1993)

- Major: Außenhandel

LANGUAGE:

Turkish : native
English : fluent
German: fluent
French : intermediate
Russian: beginner
Arabic (spoken): beginner