

Value Proposition

Cenk is a strategy and management consulting executive with significant international experience across North America and Europe, and a strong track record of 60+ successful projects with numerous corporate and private equity clients to achieve top-bottom-line growth. He establishes trusted working partnerships with stakeholders at all leadership levels and cross-functional teams, while developing and executing organic/inorganic growth strategies, value creation plans and transformation roadmaps in ambiguous and fast-paced environments. Cenk is known for presenting in-depth knowledge of innovation, technology, analytics/AI, intelligent automation/RPA and leveraging these capabilities to find creative solutions to complex business challenges and create value.

Selected Achievements

- Led the value realization stream (development of the business case, KPI/ performance metrics, reporting and governance structure) within a multi-year program to transform a Telecommunications Company to become agile, cost efficient and data-driven achieving ~30% productivity and time to market improvements.
- As the Interim Head of CRM and Loyalty, oversaw marketing operations of the fuel retail business of a global Oil and Gas Company, developed the loyalty strategy and roadmap, conducted customer segmentation, and executed personalized campaigns by leveraging advanced analytics and partnering with internal and external partners to achieve 55% incremental profit.
- Designed an 18-month transformation program (business case, KPIs/performance metrics, operating model and governance structure, solution plan, implementation roadmap) for an International Airline targeting 25-30% customer care cost reduction, operational performance and customer experience improvement by implementing an IVR, virtual agent and telephony platform as well as leveraging analytics, conversational AI and outsourcing.
- Designed and delivered a digital customer engagement program for a global Telecommunications Company which enabled the company to collect more than 25,000+ high quality sales leads from its small and medium-sized business (SMB) segment through digital channels.
- Developed the mid-long-term IoT strategy of an international Technology Company for automotive, energy and healthcare verticals to help the client identify new growth opportunities and build strategic partnerships by conducting in-depth market analysis, evaluating build-buy-partner options and building the business case for the investment in the selected vertical.
- Led the market assessment and target screening for a Private Equity backed Industrial Furnace Manufacturer looking for expansion/add-on acquisitions in Eastern Europe and identified four potential acquisition targets.
- Defined the post merger integration (PMI) roadmap and 100-day plan in marketing, sales and customer care domains for an International Telecommunications Company and led the Program Management Office to enable the client to achieve the identified synergy gains with 3-into-1 operating model for the merged organization and benefit from the cross-sell opportunities in its existing customer base.

Experience

- Accenture (Global Consulting Company) - Canada, Turkey, Germany: Strategy and Consulting Executive
- L.E.K. Consulting - Strategic Consultant and Project Manager Germany
- PwC (International Consulting and Professional Services Company) - Turkey: Strategy Consulting Manager and Senior Manager

Qualifications

- Master of Business Administration (MBA) - University of Oxford, United Kingdom
- Bachelor of Science in Industrial Engineering - Bogazici University, Turkey

