

## **SENOL SONEK**

**Customer Focused Strategic Marketing Management | Business Development | Marketing & Sales Management | General Management | Digital Strategy | Customer /User Experience**

Sapanca, Sakarya, Türkiye

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### **EXECUTIVE PROFILE**

Extensive experience across **business development, strategic marketing, sales management, digital marketing, customer experience, CRM and general management.**

International consulting experience across the **USA, Australia, Singapore, UK and Spain**, combined with long-term experience founding and managing businesses in Türkiye.

Experienced in developing commercial strategies, leading teams, managing sales and dealer networks, building customer-focused initiatives, and applying digital and emerging technologies to business challenges.

Known for a highly organized, analytical and results-oriented approach, with a strong focus on measurable commercial and strategic objectives.

### **CORE EXPERTISE**

- Business Development & Commercial Strategy
- Strategic Marketing Management
- Sales Management & Dealer Networks
- Digital Marketing & Digital Strategy
- Customer Experience (CX)
- Customer Relationship Management (CRM)
- Voice of Customer (VoC)
- NPS, CSAT & CES
- AI & Emerging Technologies
- Market Research & Mystery Shopping
- General Management & Entrepreneurship
- International Business
- Team Leadership & Performance Management
- Strategic & Analytical Problem Solving

## PROFESSIONAL EXPERIENCE

### REMOTE GLOBAL CONSULTING WORK — International

#### Consultant | 2010–2026

Provided remote consulting services for organizations in the **USA, Australia, Singapore, UK and Spain**.

*Client names and detailed service information are confidential under non-disclosure agreements.*

### TUMBA SISLI VADI NATURE PARK & HOTEL — Kartepe, Kocaeli, Türkiye

#### Founder & General Manager | 2022–Present

Founded and managed a winter resort operation located on approximately **170,000 sqm of forest land**, comprising five steel bungalows and three Tiny Houses.

Responsibilities include overall business management and operational leadership.

### ISTANBULNET LTD. STI. — Besiktas, Istanbul (1997-2010); Sapanca, Sakarya (2010+), Türkiye

#### Founder & General Manager | 1997–Present

Founded and manage a web design and applications company serving corporate and industrial clients.

Customers have included **Renault, Dacia, Ferrari, Maserati, Alfa Romeo, Xerox, Kumho, Isuzu, Le Saffre and Ramada Plaza**, as well as industrial companies, including corporations on the ISO 500 list.

Key areas of responsibility:

- General management
- Digital marketing
- Business development
- Customer management
- Development of customized digital applications

Developed customized **Pump Selection Software** for five pump manufacturers in Türkiye.

### TURBOSAN A.Ş. — Istanbul, Türkiye

#### Marketing & Sales Manager | 1991–1995; 1996–1997

ISO 9001-certified manufacturer of water and sewage pumps.

Responsible for:

- Marketing and sales management
- Local and international sales
- Dealer network development

- Sales-force management
- Business development across the **USA and most European countries**

## **DİMA & NORDİMA A.Ş. — İstanbul, Türkiye**

### **Sales & Tender Engineer | 1989–1990**

Companies representing **B&W, MAN, Scania and Valmet marine diesel engines.**

Nordima also represented Danish manufacturer **Nordhavn A/S**, producer of marine diesel generating sets.

Responsibilities included sales and tender activities.

## **EDUCATION**

### **HARVARD UNIVERSITY — Boston, MA, USA**

#### **Certificate of Special Studies in Administration and Management | 1995–1996**

Courses included:

Strategic Management • Marketing Management • Strategic Sales Management • Human Resource Management • Financial Accounting Principles • Managerial Finance • Internet & Integrated Productivity Software for Managers • Effective Business Communication

### **BOĞAZİÇİ UNIVERSITY — İstanbul, Türkiye**

#### **Mechanical Engineering | 1984–1989**

Special interests: Dynamics of Machinery; Internal Combustion Engines

### **BURSA ANADOLU HIGH SCHOOL — Bursa, Türkiye**

**1977–1984**

## **LEADERSHIP & PROFESSIONAL**

### **Harvard Club in Turkey**

General Secretary, 1997–2004

## **LANGUAGES & ADDITIONAL**

**Turkish:** Native

**Driving:** B-A2 licence; extensive national and international driving experience

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## **PROFESSIONAL POSITIONING**

**Commercial leadership | International business | Digital transformation | Customer experience | Business development | Strategic marketing**

Available for **senior management, business development, commercial, consulting, interim and project-based opportunities.**