



CEM İNTEPE

Start-Up Mentor - İTÜ Çekirdek



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Izmir

I am producing technological solutions to automate, improve and measure the business processes in my position, doing digital transformation studies on my website called isletmem.online

EDUCATION

Marketing and Brand Management

Ege University
Master Degree
09/2016 - 02/2018

Statistics
Ege University
Bachelor Degree
09/2008- 02/2014

Foreign Trade
Anadolu University
Associate Degree
11/2009- 06/2011

LANGUAGES

English
ITEP 2,7 (03/200)
CEFR B2 - High Intermediate

COMPETENCIES



PROJECT

[isletmem.online/projeler.pdf](#)

- Efes Girişim Atölyesi (EGA)
www.BLUEFIND.tech
Product Owner
Hardware and Software Technology
that Prevents Time, Cost Lossing and
Fraud with IOT in Inventory Tracking
- Efes Girişim Atölyesi (EGA)
www.GASTROBOT.tech
Product Owner
Managing consumer preferences
with AI combined menu
- AnadoluEfes & BilgeAdam
Sales of Draft Beer Predictive Order
Data Analytics Expert Training
Microsoft Azure
- Increasing Service Quality at Horeca
Points - Digitalization with Order
Automation Systems (Master
Dissertation)
- Field Mobile App
ROI of Sales Point
Supplier Control Automation
Cooler Stock Query
- E-Commerce Web Platform
HTML & CSS & JS & PHP -
(BtkAkademi Learning)

EXPERIENCE

- **Commercial Solutions Supervisor / Product Owner- Anadolu Efes**
04/2023 - Still Working
At the Directorate of Information and Digital Solutions
 - Used by Efes Team & 3rd Party Stakeholders Mobile Apps (Efesim, Efes Mobile) Product Owner
 - Project Manager at Assets Digital Transformation Project
 - Domain Lead at Dealer Management System (DMS), Leading SAP SD, FI, MM, HR Team / Maya Project
 - Service Lead at Asset Management, Leading SAP CRM Team / www.demirbas.efespilsen.com.tr
 - Technology (Software & Hardware) and Operations Executive / Bluefind (Asset Tracking & Business Development) Entrepreneurship Project
- **Commercial Solutions Specialist / Business Analyst - Anadolu Efes**
06/2022 - 04/2023
At the Directorate of Information and Digital Solutions
 - In the Mobile Applications Used by the Field Team (Efesim, Efes Mobile, KA Mobile) Product Owner
 - Sales Assets Domain Lead, SAP CRM Solutions Team Leader and tracking the applicability of new technologies in the field
 - Analyzing the demands of business units, determining their priorities, preparing and approving brds and launching projects, delivering timely and high-quality tests, providing live post-transition solution support
- **Field Equipment and Investment Strategies Expert - Anadolu Efes**
05/2021 - 06/2022
In the Sales Operations and Business Development Directorate;
 - Ensuring the tracking of assets through on-site controls, determining the financial risks of disruptions
 - Transferring processes to consultants by being a business analyst in the production of SAP SD and CRM modular needs, improving processes, end-to-end testing of developments that will be released to the live system
 - The management of 3rd party companies from the identification of the system to the billing process
 - Audit of the works invoiced in the field, development of profitability-oriented optimizations
 - Providing training of Efesim, Efes Mobile, CRM Applications to stakeholders, solving their problems
- **Sales Representative - Anadolu Efes**
11/2017 - 05/2021
In the Sales Directorate; Regional Sales Management
 - Conducting sales and marketing activities at points of sale, concluding sales contracts
 - Realizing the goals, ensuring horizontal and vertical growth
 - Monitoring and reporting of competitor activities
- **Project Manager - Veri Yazılım A.Ş.**
06/2017 - 11/2017
Demo presentation and presentation of pos systems operating in the Hotel, Cafe area, analysis of customer needs, projecting the necessary modules, following the process in communication with the software team, ordering, approval and paying plans. Establishing long-term relationships with customers through planned visits providing training to customers and teams on product use technical support follow-up
- **Blues Team Supervisor - Anadolu Efes**
11/2015 - 09/2016
Planning the activities of the Blues team consisting of beer experts on the On Trade channel in coordination with customer points and the sales team, directing the teams, organizing sales-enhancing events and product trainings, providing beer product trainings, reporting competitor activities
- **The Riders Team - Philip Morris International**
06/2015 - 11/2015
In the motorcycle team affiliated to Philip Morris International (The Team LAMP business development department), providing product training to personnel selling cigarettes at LAMP and POS points, observing and analyzing the preferences of potential customers, and communicating with consumers, reporting their experience
- **Sniper Team Supervisor - Anadolu Efes**
03/2014 - 11/2014
Beer Consultants conducted in the Off-Trade channel, organizing personnel to work at points, providing product and sales trainings, reporting the results of activities
- **Off Trade Channel Merchandiser - Anadolu Efes**
12/2013 - 03/2014
In the Off Trade Channel, the positioning of POP materials at points, the creation of display areas to increase sales, the control of expiration dates
- **Proje Manager - Çizgim Ajans**
09/2008 - 09/2016
E2E design and implementation of indoor, outdoor activities