

Sezen Akdag

Sales Manager at NetApp - London, United Kingdom

W: <http://www.worky.com/sezen-akdag>

- A dedicated professional with extensive experience in the area of sales.
- Worked in Sales for 12 years, in account management, channel and sales team management roles.
- Proven Account management experience in international work environment
- An exceptional leader who develops and motivates his team including virtual ones.
- Demonstrated an excellent track record in achieving sales targets and growth
- Extensive experience in large account management, delivered consistent revenue growth.
- Successful channel management experience
- Long record of channel building and channel sales experience, boosting sales by working in harmony with resellers and by creating win-win situations with SIs and ISVs.
- Proven consultative selling skills with the ability to present complex technical and business concepts to all levels of an organization including CXO level.
- Excellent relationship building skills throughout all levels of clients.
- Demonstrated exceptional behavioural skills to manage crisis situations, and even turn them into opportunities and create more powerful relationships with the clients.

Sezen Akdag's Professional Experience

2011 - Present

NetApp - Sales Manager

- Periodic visits to existing, potential customers (Enterprise , Commercial) and partners
- Generated revenue and profit margin in the assigned accounts and territory
- Delivers the NetApp storage systems strategy to the end-users & partners
- Managing partner and customer relations of assigned accounts
- Develop new projects and business opportunities
- Building up a sustainable pipeline for assigned territory
- Developed and executed business plans for the assigned accounts by mapping NetApp solutions to customer business needs
- Prepares the NetApp storage systems pricing according to the competitive analysis
- Managed multi-million dollar hardware, software and services sales
- Engaged sales management to validate the business impact with the CXO level
- Lead and develop account strategy using customer's growth plans, budget, and project timelines
- Liaise with Global Acc Managers and Management team to expand NetApp business
- Insure high post sales satisfaction that enables repeat business with customers
- Work closely with the partners, create quarterly sales campaigns to increase # of enquiries and the sales rates
- Organize customer activities in the assigned territory together with the Marketing Manager

2006 - 2011

EMC Computer Systems - Senior Account Manager and Channel

- Generated revenue and profit margin for EMC in the assigned accounts and territory.
- Periodic visits to existing & potential customers - Enterprise and Commercial
- Building up a sustainable pipeline for assigned accounts and territory
- Developed and executed business plans for the assigned accounts by mapping EMC solutions to customer business needs
- Preparing offers & carrying out negotiations with customers
- Managed multi-million dollar hardware, software and services sales
- Lead and develop account strategy using customer's growth plans, budget, and project timelines
- Lead Commercial sales team, inside sales reps and prepare, follow up their business plans to increase the EMC business
- Engaged sales management to validate the business impact with the CXO level
- Analyzed customer business strategies, their way of doing business, their needs and expectations and increased the awareness
- Ensure that all assigned accounts needs met
- Articulated EMC Value and provided an overview of EMC products and services.

- Insure high post sales satisfaction that enables repeat business with customers
 - Follow up inside sales reps cold callings, lead generation activities and ensure all leads are assigned to right partners.
 - Organize weekly sales meetings with commercial sales team and partners to follow up the EMC enquiries
 - Work closely with the channel, create quarterly sales campaigns to increase # of enquiries and the sales rates
 - Create business plans for the Channel partners to expand the market and increase the awareness
 - Ensure all commercial sales team built productive sales relationships with commercial territory and assigned accounts through frequent communications, regular visits, and company information updates
 - Responsible of generating new business and new Accounts
 - Manage and Work closely with a network of channel partners to ensure the successful marketing of EMC solutions.
 - Identify high potential sales opportunities (with customer and Partners) and prioritizes them. Build relations and educates customer with the use of internal and external resources.
 - Ranked # 1 as an Account Manager for successfully penetrating the number EMC products into competition installed base
 - Individually achieve 20 - 25 sales meetings a week
 - Achieved high sales records against Competition (Net App, IBM and HP)
 - Added, yearly approx 60 - 75 new accounts to EMC portfolio,
 - Increased the # of Commercial - Enterprise accounts and EMC business by %65 in assigned territory.
 - Achieved EMC's first unified storage system sale to Carrefour.
 - Achieved EMC's all solutions sale to Nestle Waters
 - Over achieved yearly targets
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2005 - 2006 **Turkcell - Corp Account Manager**

- Prepare yearly budgets
 - Manage appx 18 % revenue of corporate segment
 - Responsible from FMCG, Financial services and consulting companies
 - Responsible from top 120 FMCG companies in Turkey
 - Create mobile campaigns for FMCG companies, manage project team and lead.
 - Sign Long term contracts with key accounts
 - Provide mobile solutions to key accounts
 - Responsible from 50 meetings a month
 - Ensure that all key accounts needs met
 - Put monthly and yearly sales targets and exceed
 - Responsible from GSM, Mobile solutions, Blackberry, SMS, GPRS and its infrastructure.
 - Responsible form Blackberry and wireless solution in Corporate segment
 - Responsible for productive sales relationships with corporate accounts through frequent communications, regular visits, and company information updates
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2002 - 2005 **Regus - Business Development Manager Turkey, Morocco, Tunisia and Dubai**

- To increase sales, marketing, operations activities and revenues in Turkey
- Support Sales team in Tunis, Morocco and Dubai. Follow up marketing, sales and operations activity in order to increase sales and operation results in these areas
- Introduce Regus to the 3rd parties like Consulting, Recruitment, Banks and Law firms to reach start up or existing companies
- Focus on specific channels; expand corporate accounts and sign long-term agreements (IT, TELECOM, ENERGY, FMCG and etc.)
- Added 8-9 new accounts to Regus portfolio per month.
- Responsible for productive sales relationships with corporate accounts through frequent communications, regular visits, and company information updates
- Responsible of 5 sales meeting per day to sell Regus products
- Responsible of generating new accounts and profitable result
- Responsible for delivering marketing activities in line with the central marketing calendar, develop and implement cluster marketing

- Responsible for customer relationship management and ensuring those client requirements are met.
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2000 - 2002 **Regus - Sales Manager Russia**

- Grand Opening the Regus Moscow & St Petersburg
 - Responsible from Regus products
 - Establishing the business, train the sales team,
 - Introduce Regus to the 3rd parties like Consulting, Recruitment, Banks and Law firms to reach start up or existing companies
 - Increased the business from 10% to 65%
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1999 - 2000 **Regus Business Centre - Sales Manager Turkey**

Sezen Akdag's Education and Qualifications

2004 **Masters/PostGrad - MBA**
İstanbul Bilgi Üniversitesi

Sales and Business Development

1996 **Bachelor/Degree - ,**
Bilkent Üniversitesi

Sezen Akdag's Additional Information

Links

Company Website - <http://www.emc.com>

Linkedin Profile - <http://www.linkedin.com/pub/sezen-akdag/4/615/11>

Interests

Windsurf, Snowboarding, Tennis, Iwama Ryu Aikido

Awards

- Putting People First, UK
 - Presentation Skills, UK
 - Telephone Doctor, TURKEY
 - Train The Trainers, UK
 - School of Excellence, UK
 - Selling The World, SPAIN
 - EMC New Hire Training, BOSTON
 - Sales Acceleration Training, VIENNA
 - Sales Leadership Training, AMMAN
 - Sales Leadership Training, DUBAI
 - Sales Training, AMSTERDAM
 - The REGUS International Sales and Marketing Performance Award, Year 2000.
 - EMC 2007 Sales Manager Award
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