

## **Atilla Akin**

### **Address**

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▪ **Nationalities:** **Dual ; British & Turkish**

▪ Date of birth: 29 October 1957

▪ Sex: Male

▪ Qualification: B.Sc. Qualified Agriculture Engineer

▪ Language: Mother tongue Turkish, fluent English

### **► OBJECTIVE**

To work in a team involved in Marketing and / or Sales Business , is understood to be likely in any position which offers the desired challenge and potential for growth

### **► CAREER TO DATE**

**2015 – To Date**

**Owner of ACA Agriculture Independent Consulting Company**

**Izmir / Turkey**

**2012 – January , 2015 / UK based**

**Regional Seed Treatment Business Leader , Europe , Africa & Middle East ( EMEA )  
Region – DuPont Crop Protection**

**Wedgwood Way Stevenage Hertfordshire SG1 4QN UK**

- Develop , register , source & sell the “best available technology” ( BAT ) to complement genetics and trait offerings
- Being fully responsible of the Profit & Loss of all ST Business in the Region
- Be preferred products to be used on the high value seeds
- Identify market needs and values. Jointly testing products with Key Accounts ( Seed Producing companies ) in multiple global markets
- Needs the flexibility to test experimental products from multiple entities together
- To enable flexibility, access to BAT, and earliest access to external active ingredients from 3<sup>rd</sup> parties
- Achieve \$ 162 MM TO with 60 % MS in 5YP in the region , EMEA
- Representing DuPont at ESA & STISSC in Europe

## **2011 – 2012 / FRANCE ( Office based ) & UK ( Home based )**

### **Regional Marketing Manager for Seed Treatment , Insecticide , Acaricide & PGR products in Europe , Middle East & Africa ( EMEA ) Region – NUFARM**

- Define and implement the European strategy for product portfolio for profit
- Budget responsibility of ca. € 45 million sales – to grow up to € 100 million sales in the next 5 years by ;
- Ensuring successful lifecycle management of product portfolio across Europe
  - Optimize the marketing mix of the existing products
  - Develop new products and offers
  - Launch the new products

## **2004 – 2010 / UNITED KINGDOM**

### **Regional Marketing Manager for Insecticide & Acaricide (I&A) products in Europe, Middle East & Africa ( EMEA ) Region – CHEMTURA**

- Being fully responsible of the Profit & Loss of all I&A products portfolio produced by Chemtura as well as strategic partner companies [ e.g. Sumitomo Chemical with their ( Valent – VBC ) Bt based products for edible , forestry and public health markets , Gowan, Certis, Kwizda, KST / Mitsui ]
- Developing marketing programs based on marketing mix elements according to strategy of the EAME Region
- Defining & deciding on the details of marketing mix to be applied by National Distribution Channels in sales districts such as Western Europe as well as Central , Eastern Europe and Sub-Sahara where “pull thru” strategy is implemented
- Leading all the aspects of “Non-Crop” business (e.g. forestry, locust, mosquito & fly control) in all over the EAME Region (Chiefly Africa, Middle East & South Europe)
- Representing Chemtura EMEA Region in FAO as well as WHO(pes)

### **Major Achievements**

Being major contributor in growing total turnover by 26 % over the couple of years and reaching USD 50-60 M with very good margin in sales districts such as Central Europe, Eastern Europe, Sub-Saharan Africa where Chemtura have got own set-up

## **2000 – 2004 / TURKEY**

### **Regional Market Development Manager for I&A products in EAME Region – CHEMTURA**

- Gathering accurate market information in all over the EAME Region
- Getting to understand the need & demand of the customers
- Launching products, training local colleagues, preparing literature
- Representing Chemtura in seminars / symposiums in respective countries
- Assisting Regional Marketing Manager in order to meet / exceed I&A budget

## **1997 – 2000 / TURKEY**

### **Middle East and Russia District Technical Manager – CHEMTURA**

- Being responsible of all technical activities in Turkiye, Middle East, Central Asian Republics, Pakistan and Russia

### **1991 – 1997 / TURKEY**

#### **Middle East District Technical Manager – CHEMTURA**

- Being responsible of all technical activities in Turkiye, Middle East, Central Asian Republics and Pakistan

### **1990 – 1991 / TURKEY**

#### **Area Technical Manager – CHEMTURA**

- Being responsible of all technical activities in Turkiye and Middle East

### **1988 – 1990 / TURKEY**

#### **Country Technical Manager – CHEMTURA**

- Being responsible of all technical activities in Turkiye

#### **Tools & Principles Used to Reach Major Achievements**

- Representing all the aspects of the technical activities ( e.g. product development, registration, formulation)
- Overcoming technical burdens in order to achieve sales in short period of time thru technical development activities, seminars, symposiums, literatures, label expansions etc.
- Understanding & executing all the local regulations regarding registration
- Giving product training support to the end-users, customers, decision makers
- Being in line of behavioral principles

### **1984 – 1988 / TURKEY**

#### **Country Product Manager – CIBA-GEIGY( Funks ) SEEDS**

All the experiences and knowledge gained below had enabled me to be able to be offered the job by Ciba-Geigy. I had been involved during the decision-making process in terms of investing into the seed business, building up the plant, evaluating all the parental lines to be grown in Turkiye not only locally as well as all over Europe & Middle East Countries. Increased the sales by 43 % in couple of years time & market share of 17 % despite all the other giant seed producers presence (e.g. Pioneer, Sandoz, L&G, MoA etc.) .Also presented Ciba-Geigy in the Seed Producers Association during my working period

### **1983 – 1984 / MEXICO & USA**

Had been selected by Turkish Ministry of Agriculture (MoA) as trainee at International Center for Cereals & Maize (CIMMYT) in Mexico which is still one of the best non-profit organizations in the world. I had then been offered a short stay in both Mississippi & Iowa Universities in USA as a continuation of my program at CIMMYT

### **1981 – 1983 / TURKEY**

#### **Head of Laboratory – Antalya Regional Agricultural Research Institute**

In charge of laboratory for developing corn varieties resistance to the European Corn Borer (ECB)

as well as being responsible for the crop protection of all the research farm. In addition, representing the institute for the "Second Crop Project" at national level in MoA.

## **1980 – 1981 / TURKEY**

### **Tahirova, Gönen Turkish-German JV State Farm**

In charge of the crop protection division reporting to the head of the State Farm

#### **► TRAINING & COURSES TAKEN**

- Selling Skills; Turkiye by Ciba-Geigy (1985)
- Time Management; Turkiye by Uniroyal (1986)
- Time Management; UK by Uniroyal (1987)
- How to Handle Difficult People; Turkiye by Uniroyal (1988)
- Presentation Skills; Turkiye by Uniroyal (1988)
- Presentation Skills; UK by Uniroyal (1989)
- Report Writing ; UK by Uniroyal (1989)
- Marketing; Turkiye by Uniroyal (1989)
- People Management; UK by Crompton (2003)
- Coaching; UK by Crompton (2003)
- 360 Degree; UK by Crompton (2004)
- Marketing; UK by Crompton (2005)
- Leadership; USA by Chemtura (2005)
- Assertiveness At Work; UK by Chemtura (2005)
- Marketing; USA by Chemtura (2006)
- Building High-Performance Teams; USA by Chemtura (2007)
- People Management; France , by Nufarm ( 2011 )
- Marketing; UK by DuPont ( 2013 )
- Six Sigma Green Belt Certificate in the UK ( 2014 )

#### **► HOBBIES**

- Reading
- Jogging
- Free diving ( free )
- Gardening

#### **► ADDITIONAL INFOS**

- Graduated from Aegean Agriculture University, Plant Protection Division in 1980 – Izmir / Turkey
- Married with 2 children

#### **► REFERENCES**

- Available upon request