

Erol Karkan

CV

QUALIFICATIONS SUMMARY

- Internationally experienced on Sales, Purchase, Marketing, and Area Management & Product Management of the active ingredients & of formulated products for Chemical solids mainly of Agrochemical industries and seed treatment.
- Current position is self-employment as of independent consultant. I am giving consultancy services for market entrée , find out customers , help for registration and for field trials for Agrochemicals, biological products , fertilizers and adjuvants and locate in Hamburg/ Germany
- Committed to a solution -based on Sales, Purchase, Marketing and technical sales support service . Approach customers and suppliers with ability to route best practices and motivates sales.
- Using skills and existing experiences on Global pesticide/ Chemistry markets which can be effectively utilized for increased profitability and product sales volume in a dynamic team.
- To create sales business strategies and develop existing customer sales, marketing tools and product launching.
- Management of and in cross-culturally composed project teams.
- Achieving the sales goals of the company by using my sales and marketing oriented skills in the best possible way
- Using the global experiences which can be effectively utilized for increased profitability and the product sales volume together with the team
- Problem solving, planning, organizing and managing budgets together with team by using the communication skills
- Keeping the position as a team -player in the organization where I can maximize my customer-service experience in a challenging environment to achieve the corporate goals.”
- Conflict solutions based on personal style of the other party/ies.
- Leading direct distribution countries, prepare partners for local sales conditions of products and make follow up / manage action plans based on the forecasts and prepare strategies of global purchases accordingly
- Develop purchase programs based on raw material situation as well as existing production facilities of suppliers if / when necessary coordinate between suppliers
- Direct customers contacts
- Fluent English, German, Turkish.

PROFESSIONAL EXPERIENCE

Erol Karkan Consulting company
Consulting Services for Direct Market Access Globally
Volksdorfer Weg 81 B 22393

January 2018 – Still

Market access

Identify the key products and key markets to get in to the market in various countries
Product and pricing positioning
Create distribution Strategies and Distribution network
Create new projects

Product and Project Launching

Having a visibility of upcoming projects to focus on most visible ones
Create new projects and identify the new products will help to grow the market share
Understand the new product and advantages against competition
Problem solution and product Positioning accordingly
Design incentives that drives behaviour of the market to sell the product
Drive interest in new products through field marketing

Marketing Intelligence

Identify the demand and forecast
Maximize the sales in long term basis
Identify the requirement of the market and find the most Matches points to launch the product & project

Different products Registration and field services

Pesticides, Biological products and Fertilizers and Surfactants and public health products

PROFESSIONAL EXPERIENCE

Sales Manager South East , East Europe/ CIS/ Turkey & Israel

**November 2012 –
December 2018**

FMC Chemical S.p.r.l. / Crop Protection-APG/

*Brussels /Belgium/
Home office Germany*

. FMC chemistries are helping to grow the world's food, enabling new innovations in pharmaceutical delivery, enhancing foods and beverages, contributing to a more sustainable energy supply, facilitating the remediation of our environment, and advancing the manufacture of hundreds of essential products.

- Maximized of the turnover & profit of the area & the countries
- Identifying of the market requirements and making / developing strategies & sales plans accordingly.
- Supporting all the market with product information & organise technical services via product development team & educating them about registered products.
- Identifying all new products based on the demands in the market & offering to our business development departments in order to prepare registration files & to get registration in the individual countries. Acting as of project leader if necessary.
- Develop Product strategies and develop competitors analyses at each market for each product
- Product and price positioning based on the competitive market analyse and profitability calculations in each market. Taking go/ no go decision based on this information together with steer committee
- Preparing sales forecast including quantities, prices and estimated margins on monthly, quarterly & annual basis.
- Conflict solutions & bringing good solutions for customers as well as for suppliers & to work win/win basis
- Budget preparation (prices, volumes, profitability)

PROFESSIONAL EXPERIENCE

Marketing Manager Global Marketing Pest Control Solutions

Dec 2011 –End Oct 2012

BASF SE /Pest Control Solutions

Mannheim /Germany

The leading independent Agriculture and Pest Control Solutions

- Acting role for Marketing for pest control solutions in global basis
- Identify new products which match to existing portfolio either internally or from third parties
- Maximized of the turnover & profit of the department with the existing products. (Turnover reached to Euro 250 million)
- Acting as project leader for one project related to control of insects at Tobacco warehouse
- Organizing global logistic department to open necessary SKUs based on packing
- Organizing 10 years forecasting
- Value pricing for the products in order to increase the market shares
- Creating new customers ad adding them to portfolio.
- Conflict solutions & bringing good solutions for customers as well as for suppliers & to work win/win basis
- Stock Management based on market tendencies

Main activity areas are South American countries , Asia, Pacific Asia Europe

PROFESSIONAL EXPERIENCE

Sales Manager East Europe/ CIS/ Turkey & Israel

**October 2010 – End Nov
2011**

FMC Chemical S.p.r.l. / Crop Protection-APG/

Brussels /Belgium

FMC chemical is helping to grow the world's food, enabling new innovations in pharmaceutical delivery, enhancing foods and beverages, contributing to a more sustainable energy supply, facilitating the remediation of our environment, and advancing the manufacture of hundreds of essential products.

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PROFESSIONAL EXPERIENCE

Product Manager

**May 2003 –End Sept
2010**

Helm AG – Chemical solids/ Crop Protection/ Insecticide Department

Hamburg/Germany

One of the world's leading independent chemicals marketing enterprises with branches and sales offices in 30 countries – +1,800 employees.

- Manage Insecticide department as of profit unit in the field of generic pesticides.
- Organize purchasing of the products from suppliers, follow up market and price tendencies very closely
- Maximized of the turnover & profit of the department with the existing products. (Turnover reached to Euro 14,0 Million with gross profit of Euro 2,2 Million during the last 4 years)
- Identifying of the market requirements and making strategies & sales plans accordingly. Develop purchase strategies based on these information
- Supporting all the market with technical information & technical services & educating them about registered products.
- Identifying all new products based on the demands in the market & offering to our business development departments in order to prepare registration files & to get registration in the individual countries. Acting as of project leader if necessary.
- Develop Product strategies and develop competitors analyses at each market for each product
- Preparing sales forecast including quantities, prices and estimated margins on monthly, quarterly & annual basis.
- Identifying suppliers whom we can work together as a partner from purchase side.
- Conflict solutions & bringing good solutions for customers as well as for suppliers & to work win/win basis
- Stock Management based on market tendencies

Main activity areas are South American countries , Africa, East Europe , Turkey, India , China

PROFESSIONAL EXPERIENCE (II)

Middle East Area Manager

Jan1991 – Jan 2003

Chemtura Ltd. (Crompton Europe BV)

Izmir /Turkey

Chemtura is a leading pesticide company with her seed treatment, Acaricide, Insecticide & herbicide & PGR products

- Area management in Turkey and Syria, KSA, UAE, Iraq, Jordan, Yemen, Lebanon, Israel, Egypt (all Arabian Peninsula).
- Concentrating mainly on sales & marketing side. Increased turnover to USD 6,0 Million from 3,5 Million
- Identifying distribution channels and even going with Multiple distribution for the same active ingredient but different formulation for different markets, segments
- Developing the markets with product, geographical market & product segmentation
- Price definition based on the markets
- Preparation annual sales budgets
- Preparation annual, monthly & quarterly forecast
- Analysing competitors
- Organizing all marketing actions for seed treatment (mainly carboxin+thiram) and making demonstration trials & conducting field tests

Product Manager

Aug 1987 – Dec 1990

Sandoz AS (Sluis & Groot vegetables seeds –Holland)

Istanbul/Turkey

- Introduction of the new seed varieties based on the market demands.
- Registering new varieties through Ministry of Agriculture
- Preparing of the leaflets, technical brochures about the varieties
- Conducting demonstration trials on the farmers level
- Forecast preparation with sales team

Jan1984 – July 1987

Production Manager for a feed mill

Izmir /Turkey

Turkey-based subsidiary of local leading Feed Mill industry

- Preparation of the feed formulations for the animal husbandry.
- Managing of the 20 employees at the plant.
- Finding new customers

EDUCATION

Master of Science degree <i>Basis Agriculture engineering</i>	Jan 83 – Jan 87 <i>Izmir / Turkey</i>
University degree <i>Aegean University faculty of Agriculture</i>	Sep 78 – Sep 82 <i>Izmir / Turkey</i>
A-Level / High school Exam <i>Karsiyaka Erkek Lisesi (Gymnasium)</i>	Sep 75 – June 78 <i>Izmir/Tukey</i>
A-Level/secondary school <i>Cigli Ortaokulu</i>	1975 <i>Izmir & / Turkey</i>

ADDITIONAL QUALIFCATIONS

LANGUAGES	English: Fluent
	German: Fluent
	Turkish/German: Mother language
IT knowledge	Excellent MS-Office user knowledge including MS Project and special software “Documented”

Appendix I

INT. TRAINING & SEMINARS

<i>One voice and team management & create a new team</i>	2014	<i>Brussels</i>
<i>Intern FMC</i>	2014	<i>Mexico city</i>
Marketing work shop Mexico <i>Advance group</i>		
Marketing work shop Columbia	2007	<i>Bogotá</i>

<i>By Advance group</i>		
Basic Marketing training	2006	<i>Hamburg</i>
<i>By Advance group</i>		
Time management (Intern Hem)	2005	<i>Hamburg</i>
<i>By Advance group</i>		
Team work concepts (Intern Helm)	2004	<i>Hamburg</i>
<i>By Advance group</i>		
Personal styles (Intern Hem)	2005	<i>Hamburg</i>
<i>By Advance group</i>		
Negotiation skills (Intern Crompton)	2002	<i>Baden Baden</i>
<i>By Vector group</i>		
Sales Skills (Intern Crompton)	1998-2002	
<i>By Vector group</i>		<i>BadeBaden</i>
Marketing skills (Intern Crompton)	1997	<i>Brussels</i>
<i>By Vector group</i>		
Presentation skills (Intern Crompton)	1992	<i>Budapest</i>
<i>By Vector group</i>		
Effective Negotiating (Intern Crompton)	1991	<i>London</i>

By Vector group

REFERENCES: Can be given upon the request