

RAMAZAN TAŞYÜREK

SALES LEADER | FMCG | REGIONAL, DISTRIBUTOR & CHANNEL MANAGEMENT
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PROFESSIONAL SUMMARY

Sales leader with 20+ years of experience in FMCG, retail and field sales. Strong hands-on expertise in regional sales management, distributor/dealer development, traditional trade, local chain stores, out-of-home (OOH) and wholesale channels. Progressed throughout his career from sales representative to store and distributor management, and ultimately to Regional Sales Manager, expanding teams, distribution networks and sales performance across the organizations under his responsibility. In his most recent role, transformed a region with 10 distributors and no management layer into a network of 20+ distributors supported by 4 Distributor Managers and a field sales organization of 100+ people.

CAREER HIGHLIGHTS

- Expanded Aroma's distributor network from 10 to 20+ distributors and led 4 Distributor Managers and a field sales organization of 100+ people.
- Exceeded 100% target achievement in his first year at Aroma and received the "Regional Manager of the Year" award.
- Approximately doubled sales volume within the Aytaç/Gülpa structure while significantly reducing product return rates.
- Following strong performance in Istanbul at Rekor Gıda/Yıldız Holding, was assigned to Ankara; progressed from responsibility for an 8-vehicle team to the entire traditional trade organization and led the expansion of the sales fleet from 17 to 25 vehicles.
- Recognized for high performance with a U.S. travel award, senior management recognition and approximately 7 certificates of appreciation/achievement.

CORE COMPETENCIES

Regional Sales Management • Distributor/Dealer Management • Channel Management • Traditional Trade • Local Chain Stores • Out-of-Home (OOH) • Wholesale • Field Operations • Team Leadership • Sales Strategy • Customer Development • New Business Development • KPI & Performance Management • Market/Competitor Analysis • Commercial Negotiation • Product Availability & Visibility

PROFESSIONAL EXPERIENCE

AROMA BURSA MEYVE SULARI VE GIDA A.Ş. | Western Marmara Regional Sales Manager | 2021 - 2026 | Istanbul European Side & Thrace

- Joined a regional organization consisting of 10 distributors with no directly reporting management layer; expanded the distributor network to 20+ and strengthened the regional distribution structure.
- As the organization grew, assumed leadership of 4 Distributor Managers and a field sales organization of 100+ people.
- Led sales strategy, distributor performance, field execution and new customer acquisition across wholesale, traditional trade, mid-sized markets, local chains and out-of-home (OOH) channels.
- Exceeded 100% of sales targets in his first year and received the "Regional Manager of the Year" award; continued to deliver strong performance in subsequent years.
- Managed the commercial continuity of the distributor network, customer relationships and field organization during periods when the factory was unable to produce for approximately 4 months and recurring stock/product availability issues affected the portfolio.

AYTAÇ GIDA / GÜLPA GIDA | Traditional Trade Distributor Manager → Local Chains Sales Manager | 2017 - 2021 | Istanbul European Side

- Joined Aytaç Gıda as Traditional Trade Distributor Manager; following strong performance, assumed responsibility as Local Chains Sales Manager.
- Led the establishment of Gülpa Gıda as an Aytaç distributor/dealer and assumed management of the local chain stores operation.
- Managed 1 Local Chains Sales Representative, 2 Traditional Trade Sales Representatives and 1 Merchandiser as direct reports; also improved the Aytaç portfolio performance of an 11-person mixed sales team.
- In addition to local chain stores, expanded coverage by serving traditional trade operations in districts not covered by the other distributor.

- Approximately doubled sales through improvements in field execution, customer management and commercial structure, while significantly reducing product return rates.

ÇAYKUR / ÇAYTAŞ - BİRLEŞİM ÇAY GIDA | Distributor Manager / Regional Sales Supervisor | 2016 - 2017 | Istanbul - Bosphorus Region

- Managed traditional trade and local chain store sales operations; played an active role in sales, distribution and field execution for the ÇAYKUR tea portfolio.
- Focused on distribution and penetration of the Didi product range; managed the placement, expansion and field follow-up of branded coolers at high-potential outlets.
- Contributed to achieving sales targets in local chains and generating above-target performance at suitable accounts.

YILDIZ HOLDİNG - REKOR GIDA | Distributor Sales Supervisor / Sales Supervisor | 2012 - 2016 | Istanbul → Ankara & Central Anatolia

- Following successful field and sales performance in Istanbul, was assigned to the Ankara organization to take on broader responsibility.
- Initially took over an 8-vehicle team representing approximately half of Ankara's traditional trade organization; later assumed responsibility for the entire traditional trade operation and led the expansion of the sales fleet from 17 to 25 vehicles.
- Expanded his territory from Ankara to Kırıkkale, Çankırı and Kırşehir, managing multi-city distributor and field sales operations.
- Earned a U.S. travel award for high sales performance; was recognized by Murat Ülker with a book gift, received awards from General Management and earned approximately 7 certificates of appreciation/achievement.

KRİSTAL YAĞLARI / ARPACIOĞLU GIDA | Sales Representative → Distributor Manager | 2009 - 2012 | Istanbul European Side & Thrace

- Joined Kristal Yağları as a Sales Representative; when the company transitioned from a direct sales model to a distributor/dealer model, assumed responsibility as Distributor Manager.
- Managed Local Chain Stores, Traditional Trade, Out-of-Home (OOH) and Wholesale operations, including key commercial hubs such as Rami Gıda Sitesi and Mega Center.

EARLIER SALES & RETAIL EXPERIENCE

- EKOL DIŞ TİCARET | Area Representative / Sales Representative | 2008 - 2009 — Local chain account management, commercial agreements, shelf/insert activities, collections and merchandiser coordination.
- KARADENİZ GIDA (Ülker / Cola Turka Distributor) | Sales Representative | 2007 - 2008 — Organized retail and local chain sales, customer relations, field execution and merchandising/display activities.
- ODAK GIDA (Ülker Distributor) | Sales Representative | 2006 - 2007 — Started in traditional trade and progressed to local chain sales responsibility; managed sales, collections and customer relationships.
- GREENS HYPERMARKET | Department Associate → Store Manager | 2002 - 2005 — Promoted to Assistant Manager within approximately 3 months and subsequently to Store Manager of the central branch; managed a 25-person store organization.

EDUCATION

Anadolu University - Faculty of Economics, Public Administration (Bachelor's Degree) | 2009 - 2013

SELECTED TRAINING

Leadership Training - İstanbul İşletme Enstitüsü (2019) • Train-the-Trainer - İstanbul İşletme Enstitüsü (2019) • Developing Employees Through Coaching - Life Balance Coaching Center (2018) • Digital Marketing and Social Media (2017) • Field Sales School Training - Ülker / Esas Gıda Pazarlama

LANGUAGES

Turkish: Native | English: Intermediate - actively improving