

Tuğrul Gökçen

PROFESSIONAL EXPERIENCE

Kafein Yazılım Hizmetleri Ticaret A.Ş.

May 2015 – RECENT

Outsourcing Services Sales Director

My main tasks; Business planning, Forecasting, Outsourcing Services sales, P&L management, pricing, people management, Account management in some selected customers.

My main responsibilities; Developing the customer relations, P&L analysis and management, Sales and fulfillment of Outsourcing sales, Growth on the outsourcing sales, people management.

Achievements:

- 50+% increase on the number of customers yearly basis
- 30+% increase on revenue
- 5% increase on Gross Margin
- Increase on Customer satisfaction and employee satisfaction

Kafein Yazılım Hizmetleri Ticaret A.Ş.

Mar 2013 – May 2015

Customer Support Manager (Test Support and Applications Operations)

Main Tasks; Business planning, services sales, Services Delivery Management, P&L management, pricing, people management, Services Account management.

Responsibilities; Building and managing the service teams, P&L analysis and management and services sales to a set of selected customers. I also manage the test support business and test support team consisting of 9 members and the Application Operations Support Team consisting of 8 members that deliver the high level support services, software development and software testing services to the customers.

Hewlett-Packard Teknoloji Çözümleri Ltd.

Aug 1991 – Nov 2012

I started to work at Digital Equipment Corporation in 1991. During the twenty-one years -starting from 1991 to 2012- 2 huge global mergers happened. First one was Digital-Compaq merger and the second one was Compaq-HP merger. As a result; without a real move, I worked for 3 large multinational companies within 21 years.

The following job history consists of my Digital, Compaq and HP career from 1991 to 2012.

Hewlett-Packard

Nov 2011 – Nov 2012

Mission Critical Services Business Development Manager

Responsibilities: My responsibilities were Business planning, monthly, quarterly and yearly revenue and GM% forecasting, service delivery enablement, developing go-to-market model, pricing, sales enablement, service sales, conducting face-to-face customer events, solution designing for multivendor services, developing and executing the promotions and incentives and as a result; achieving growth for; Mission Critical Services, Multivendor Services, Per-event services and end-user workplace services

Achievements:

- Mission Critical customer quantity increase. From 36 customer to 53 customer
- 47% growth on MC services sales
- 200% quota achievement for Mission Critical Services for Fiscal year FY12
- 180% quota achievement for Per-event services for FY12
- 2 big Multivendor contract have been signed
- 1 Big end-user workplace service contract has been signed

Hewlett-Packard**Nov 2008 – Nov 2011****Service Channel Manager**

Responsibilities: My responsibilities were Service Sales forecasting and reporting through channel, Program Management of Channel related activities, developing the joint sales and marketing activities with partners, developing joint business plans with channel partners, Accreditation and certification management, Local deployment of world-wide channel programs, Sales enablement for channel partners, designing and deployment of incentive and promotions for channel partners and compensation management for both channel partners and distributors.

Achievements:

- Service Channel has been reorganized
- Geographical coverage has been increased.
- Service sales through channel has been increased by 25%
- All certification problems have been solved
- Reaction to service selling on the partner side has been eliminated.
- Partners started to sell HP services instead of their own services.

Hewlett-Packard**Jun 2002 – Nov 2011****Enterprise Services Business Development Manager**

Responsibilities: My responsibilities were order, revenue and GM% planning and forecasting for both Attached services and the contractual services, developing go-to-market strategies for support services, Contract renewal and up-selling, designing the mission critical services for enterprise systems, presales and consultancy activities for selling the support services, Portfolio Management and Pricing for all related services, Mission Critical Services Sales, Proactive service delivery team management, Service Delivery readiness, P&L responsibility and support services contract negotiations with big customers .

Achievements:

- Attach rate has been increased from 7.4% to 65% (2005 to 2011)
- Attach order has been increased from 5M to 22M USD (2005 to 2011)
- Contractual services sales has been increased from 13.8M to 19M USD (2005 to 2011)
- Penetration rate has been increased from 2.3% to 12% (2005 to 2011)
- Order and revenue targets have been overachieved for every single year.
- Created the linkage between attached services and both direct and indirect service delivery.
- Created internal and external awareness for Care Pack brand.

Hewlett-Packard**Jun 2002 – Jun 2005****Mission Critical Proactive Services Delivery Manager**

Responsibilities: My responsibilities were managing more than 10 high level service delivery engineers, and technical consultants.

Achievements:

- 100% of employee satisfaction
- Developed the Proactive Services metrics and implemented in the country.
- 100% customer satisfaction.
- Implemented the Proactive Services framework in the country.

Compaq Computer (HP)
Service Delivery Manager

Apr 2000 – Jun 2002

Responsibilities: My responsibilities were managing more than 50 service delivery engineers consultants and project managers, escalation management, hiring, skill development, service delivery metrics (KPI) development and implementation, supporting the presales and sales teams, managing the spare parts operations and technical management and follow-up of all the problem cases all over Turkey.

Achievements:

- 90+% of employee satisfaction
- Improvement of TCE results
- 95% achievement of service delivery KPIs
- I have implemented LOGO program and we have started to generate leads from support calls.

Compaq Computer (HP)
Business Critical Consultant

Jul 1998 – Apr 2000

Responsibilities: My responsibilities were identifying the risk areas of an IT environment at the customer site, Presales consultancy for services sales, Designing high level proactive services, Planning the proactive service delivery schedule, Supporting the services operations group as both managerial and senior Unix engineer, Supporting the services sales for increasing the services revenue.

Achievements:

- 2 big Mission Critical partnership contract sales (totally M3.5 USD/year)
- Educated all the services sales people at Compaq for selling Mission critical Services
- Received "Exceptional sales support" award

Digital Equipment (HP)
Istanbul Group Manager

Jul 1995 – Jun 1998

Responsibilities: My responsibilities were managing more than 20 on-site service delivery engineers, cost management, account support management for large customers, technical and operational management of large and complex implementations, project management, solution designing and implementation for critical services,

- Solved both technical and operational problems during implementations and getting acceptances.
- Professional customer certificate training has been given to system support engineers of various customers.

Achievements:

- Established the sales and operations groups for network products.
- Managed the Digital's biggest project (TEMOS)
- Achieved on time and in budget project.
- Managed 15+ people delivering the installation and implementation of the projects
- Received the trainer certificates for internal trainings.

Digital Equipment (HP)
Hardware/Software Support Specialist

Aug 1991 – Jun 1995

EDUCATION

Istanbul Technical University
Computer Engineering

1983 - 1988

PROFESSIONAL SKILLS

IT systems and business risk analysis, Business-IT alignment, ITIL Foundation, Datacenter Assessment Services, People Management, Business Management, End-to-end service management, Service Lifecycle Management, Business Critical Consultancy, Consultative Selling Approach, Service Channel Management, Channel Sales Management, P&L Management, Customer Support Management and Contract negotiation. Outsourcing, service sales, account management.

PERSONAL DATA

- Born on 29.Nov.1966, Adana
- My hobbies are diving, reading, amateur photography, playing tennis and volleyball.
- B class driving license
- Military Service is completed on Aug 1991