

GÜLEY ERKIN

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EU Citizen

Professional Summary

Experienced professional who is driven by her goodwill, positive energy and passion for people to make a difference wherever possible. International work experience in Cyprus, Turkey, Mexico and Spain. An innate ability to connect with people from all walks of life and an effortless ease in adapting to a broad spectrum of cultures. Resourceful and creative, always working towards helping and inspiring people to bring out their potential. Fluent in English, Spanish, Turkish and French.

Areas of Expertise and Skills

- | | |
|---------------------------------------|--------------------------|
| ❖ Coaching, Training and Facilitation | ❖ International Business |
| ❖ Learning Design and Delivery | ❖ Consulting |
| ❖ Leadership Development | ❖ Marketing |
| ❖ Organizational Development | ❖ Project Management |

Functional Experience and Accomplishments

Coaching, Team Development and Training

- ▶ Organizational surveys and analysis to assess organizations and determine training needs.
- ▶ Designing and delivering corporate, leadership, diversity and cross-cultural training programs for teams and executives in order to develop competencies for organizational success such as engagement, collaboration, communication, team-work and inclusiveness.
- ▶ Coaching mid-senior and senior level executives, helping them do self-assessment, set meaningful goals and take necessary actions to attain their goals and performance targets. Bringing about positive change in the careers of executives through coaching and training with a special focus on leadership, relationship and communication skills.
- ▶ Coaching and developing teams and organizations towards high-performance and sustainability using a systems approach and measuring progress through team diagnostic assessments. Developing teams and team leaders through on-going coaching, training and facilitation so that they can create structures to support the teams' productivity and positivity over time.

Accomplishment: Successfully coached and trained executives from various nationalities and industries. (Nationalities include Dutch, Irish, German, Spanish, Australian, Belgian, Russian, Argentine, British, American, Turkish, Jordanian, Kuwaiti and Emirati; some of the industries are FMCG, Software, IT, Automotive, Petrochemical, Consulting, Education, Health, Entertainment and Non-Profit.)

Project Leadership

Created and managed to completion two projects that were the winners of **2016 Small Grants Projects Competition** funded by the **U.S. Embassy in Cyprus** in Women's Empowerment and Environment categories.

Accomplishments: Developed a bicomunal **leadership platform** for skill building and networking for Turkish and Greek Cypriot Women through designing and delivering **The Women's Leadership Program** 2016-2017.

Raised awareness about protecting the environment through the project of *Creative Billboards Competition*.

Start-up Consulting and Coaching

Provided consulting and coaching to small start-up businesses in Madrid in order to define goals, build teams and design effective business plans.

Project Consulting and Management (Business Development and Finance)

- ▶ Acted as liaison between Spain and Turkey in business development projects. Provided consulting services and conducted interviews with business owners in cement industry in Istanbul, Turkey, in order to find potential business partners that would help a global cement company enter into the Turkish market.
- ▶ Analysis of various investment and dispute management projects and project follow-ups

Accomplishment: Gained trust and respect for the newly created professional relationships and business opportunities.

Marketing Consulting (Retail)

Reviewed the business plan of Total Home Improvement Centers in Mexico in order to reassess the opportunities and threats, and redesign a growth strategy for the retail chain in Mexico. Worked together with a project team including consultants from BCG, Boston Consulting Group, assessing the market potential and the possible growth strategy alternatives in Mexico.

Accomplishment: The project led to redesigning store sizes and formats and opening more smaller sized stores in strategic locations to bring better and more accessible service to the customers.

Marketing and Public Relations

Designed a communications plan to promote ASHISTURK, Turkish-Hispanic Association, in Spain and Turkey. The plan's objectives included creating awareness about the association's work in both countries, increase membership and foster collaboration between the two countries. Followed up communication efforts by directly contacting business executives in both countries to reiterate the benefits of membership and request their participation in the association.

Accomplishment: 20% increase in number of memberships within 6 months.

Organization of Networking Events

Founder of Madrid Career Network, (2008-2013) a professional networking group of executives in transition in Madrid, organized monthly networking meetings aimed at providing face-to-face contact among job seekers, business owners and recruiters, facilitated new professional contacts and created a supportive professional networking group in Madrid.

Member of the Board of Directors, Cyprus American Alumni Network, since 2013, in charge of organizing events for American university alumni in Cyprus to foster professional collaboration among alumni.

Accomplishments: Donated the proceeds from Madrid Career Network events to various foundations in Madrid. The Cyprus American Alumni Network events in Cyprus fostered bicomunal professional collaborations, raised awareness about the environmental problems, refugee problems and raised funds to support the refugees in Cyprus.

Business Development/Advertising

Designed strategic plans for major client accounts of Güzel Sanatlar/Bates advertising agency in Istanbul. Researched and analyzed industry information. Supervised account directors and account executives to ensure correct execution of strategic plans.

Career History

- ❖ **Organizational Development Coach and Consultant, Erkin Coaching, Cyprus**
2014-present
- ❖ **Associate Professor of Business Management, British University of Nicosia, Cyprus**
2014-2015
- ❖ **Project Manager, Terranord, Cyprus**
2013-2015
- ❖ **Coach and Consultant, Madrid**
2008-2013
- ❖ **Project Consultant, Madrid**
2002-2008
- ❖ **Marketing and Public Relations Officer, ASHISTURK, Asociación Hispano Turca, Madrid**
2000-2001
- ❖ **Marketing Consultant, Versax, Grupo Alfa, Monterrey, Mexico**
1997- 1999
- ❖ **Business Development Executive, Güzel Sanatlar/Bates Advertising Agency, Istanbul, Turkey**
1995-1996

Education / Training

MBA - Marketing and Global Management, 1995
Graduate School of Business - University of Texas, Austin
President - International MBA Student Association

BS - Commerce, Marketing and Human Resources Management, 1991
McIntire School of Commerce
University of Virginia, Charlottesville
Dean's Honor List

Organization and Relationship Systems Coaching Certification Program, 2010
Center for Right Relationship, based in San Francisco, California

Team Coaching Certification Program,
Authorized Facilitator Team Diagnostic Assessment, London, 2011
Team Coaching International, based in San Francisco, California

Awards

Full University Scholarships (1987-91 and 1993-95) by Cyprus Fulbright Commission, CASP Program

2016 Winner of two Small Grants Projects funded by the U.S. Embassy in Cyprus in Women's Empowerment and Environment categories