



# Cevdet Unal

Chief Commercial Officer

📍 Istanbul, Türkiye

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## Links

[in LinkedIn](#)

## Languages

Turkish

Italian

English

## About

A forward-looking senior Commercial leader, with 12 years solid experience in 3 top tier FMCG companies plus 2- year C-level experience in a retail-tech scale-up company. Proven track record of driving business growth through data-driven insights, partnerships, key account & vendor management, CRM, insight-led-pricing and digital marketing both in well-established FMCG multinationals and in a high growth e-commerce scale up around D2C / marketplace space. Described as a modern, dynamic business leader, empathetic, inclusive, resilient and reliable.

### BRANDS WORKED WITH

BiSU

Danone Dairy

Danone Dairy Trade

PepsiCo Beverages Revenue

PepsiCo Frito-Lay

The Coca-Cola Company

## Experience



### ● Chief Commercial Officer

BiSU | Jun 2021 - Now

Define and implement commercial strategies and objectives aimed at accelerating growth, ensure the company adheres to targets Create and continuously improve campaign and partnerships strategy ensuring growth through effective new user acquisition, retention, loyalty, and LTV increase Lead category management for water and beverages categories Establish data driven mind-set via ensuring visibility on all metrics and KPI's Build CRM infrastructure, create new key client segments & enlighten opportunities Design and automatize customer journey by creating a segmented / personalized contact strategy, developing loyalty programs and reactivation strategies to optimize download-to-order and first order-to-loyal user funnels Lead collaboration and integration with 3rd party payment platforms Build marketing strategy and 360 plan including online/offline communication strategy and corporate communication strategy based on insights, industry trends



### ● Revenue Growth Management Lead

The Coca-Cola Company | Mar 2019 - Jun 2021

Define mid to long term RGM strategy for pricing and OBPPC alternatives Lead system alignment on KBIs & calendars for RGM initiatives and governance Build & utilize commercial capability tools & analysis to drive RGM capability

### ● Head of National and Local Key Accounts

Danone Dairy | Mar 2018 - Mar 2019

Lead both planning and field execution teams for modern trade Full P&L responsibility: GP, EBIT, SOH, Value/Volume, Market Share & DSO targets Build channel strategies, create new growth drivers and trade term architecture Set category and go-to-market strategies

### ● Marketing and PRGM Manager

Danone Dairy Trade | Feb 2015 - Mar 2018

Lead insight into action process and competition agenda Ensure flawless execution of new product development & launch process Set and track category/customer/POS based execution standards Develop, plan, execute and track both sales and retailer incentive programs Lead Profitable Revenue Growth agenda via pack price and promo management Leading IS&OP and Demand Planning processes

### ● Management Strategy Manager

PepsiCo Beverages Revenue | Mar 2014 - Feb 2015

Responsibility of all mid to long term RM levers in Beverages Category

- **Revenue Management Supervisor**

PepsiCo Frito-Lay | Jan 2011 - Mar 2014

Define pack&price strategies for all channels/occasions/consumers Analyzing market opportunities & insights and converting into company growth in line with Top line & Bottom-line targets - revenue, volume and profit Maximization of Revenue and Margin by supporting the development of an optimal management of the following key Revenue & Margin drivers;

- Management via Channel/Customer/Product Mix & Category Management
- Spend Investment efficiency; CDA & Promotional Strategy by customer Sales Tracking and Forecasting & Collecting commercial inputs, turning into sales building blocks & analyzing internal and market data identifying gaps Segmentation of POS for Healthier consumer/shopper targeting supporting growth and effective investment with advance execution standards & Merchandising and execution strategy People Management; Supervising Revenue Management Specialist

## **Education & Training**

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2007 - 2009 ● **Politecnico di Milano**

Master of Science,

2002 - 2007 ● **Bogazici University**

Bachelor of Science in Industrial Engineering,