



# Dr. Erkmen Onbulak, ph.D

Nautica Home, EMEA - Karaca Licence and Brand Man. GmbH

İstanbul, Türkiye

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

## About

A senior business and an entrepreneur executive with 22 years experience on several industries who successfully drives growth, leads teams and navigates the complexity and volatility of emerging territories. An agile and transformational leader who aggressively drives business and organizational change essential to sustainable success. Experienced in creating high-performing teams while balancing stretch goals with a high level of engagement. Knows how to represent a brand and role model its core values both internally and externally. Has a clear focus on next level leadership and talent development. Believes in having fun and working hard at the same time.

Currently Partner Board member and vice president of Karaca Licence, founder and board member of İnfluio and One companies.

## SKILLS & COMPETENCES

- Agile & Transformational Leadership
- People Management
- Strong channel and sales management
- P&L Management
- Go-to-Market Strategy and Management
- Change, Complexity and Crisis Management
- Unrestricted ability to work in EU member countries (Dual citizenship Turkish&Bulgarian)

## BACKGROUND

Graduated from Istanbul University, Faculty of Economics and post graduated MBA degree on marketing from İstanbul Technical University with full scholarship, PhD degree on Economics from İstanbul University.

Graduated from SELPME program of Harvard University 2017-2018 with fullscholarship

## BRANDS WORKED WITH

Hunca Cosmetics

İstanbul Esenyurt Üniversitesi

Karaca Lisans ve Marka Yönetimi A.Ş.

Zorlu Holding

## Experience

### ● Board Member/Business Development Executive

Karaca Lisans ve Marka Yönetimi A.Ş. | Apr 2020 -

### ● Ceo

Hunca Cosmetics | Jan 2020 - Oct 2020



### ● Guest Lecturer

İstanbul Esenyurt Üniversitesi | Sep 2019 -

Brand Management



### ● General Manager/Linens Inc.

Zorlu Holding | Dec 2011 - Jan 2020

Managing and organizing the retail sales channels considering Zorlu Textiles Group's specialty stores in Turkey and 8 other countries.

Managing over 400 sales points of the Group's local brand.

Implementing new sales and business ideas for each market, product, category and brand.

Developing marketing and sales channel activities along with local and global business partners to improve customer satisfaction, sales and profitability.

Local and global brand management  
Building and managing online sales channels.  
Managing a team of 1,000.



● **Asc.General Manager/Zorlu Textile Group/ Zorluteks Textile Inc.**

Zorlu Holding | Jan 2010 - Nov 2011

Responsible for the performance of the existing business by maximizing operating profit, return on investment and return on cash from the existing base business in the country.preparing business and marketing plans for retail operations locally and globally.Managing the retail sales (franchise & corporate) and distribution channels (online & offline) with distribution channel differentiation for each Brand. Turned negative Ebitda to zero level two years period.



● **Marketing & Sales Manager/Zorlu Textile Group/Zorluteks Textile Inc.**

Zorlu Holding | Jun 2002 - Aug 2010

Developing and executing business and marketing strategies for each brand, product and sales channel. Preparing marketing plans and coordination of related departments. Organizing communication between departments, customers, vendors and other business partners in order to reach the business targets. Creating a new selective sales channel for the superior products line.Establishing the retail strategy of Taç Concept Shops (built 440 shops in 4 years).Organizing DTR strategies for the products.Establishing online sales channel

## Education & Training

---

- 2017 - 2018 ● **Harvard Business School**  
Senior Executive Leadership Program,
- 2007 - 2015 ● **Istanbul University, PhD**  
PhD,
- 2001 - 2002 ● **Istanbul Technical University, MBA**  
Master's Degree,
- 1996 - 2000 ● **Istanbul University, BA**  
Bachelor of Science Degree,