

# GÜÇLEN AKSU

## PERSONAL INFORMATION

**Date and Place of Birth** : December 10th, 1976, Istanbul  
**Nationality** : Turkish  
**Adress** : Marmaris, Muğla

Highly motivated business professional with 25+ years of experience and a human focused approach to Sales and Marketing, Food & Beverage, Yield Management, Operations, People Development and Profitability, Exceptional Business Acumen, Leadership, Communication and Collaboration Skills.

## WORK EXPERIENCE

**Boğaziçi University, Tourism & Hotel Management** Sep 2021 - Present  
**Lecturer**

- Courses given;
  - Introduction to Beverages

**Excellence Agency** Apr 2017 - Present  
**Founder**

- Established Excellence Agency
- Excellence Agency is providing A C T - Audit // Consultancy // Training services to organizations by determining their strengths and improvable aspects of each area where their guests come into contact with their brand; We help them to reach their goals faster.

**Bahçeşehir University, Gastronomy** Sep 2020 - Present  
**Lecturer**

- Courses given;
  - Oenology
  - Catering & Special Events

**İstanbul Bilgi University, Kendall College, Gastronomy** Feb 2017 - Sep 2021  
**Lecturer**

- Courses given;
  - Food & Beverage Cost Control
  - Food & Beverage Marketing & Restaurant Management
  - Introduction to Beverages
  - Catering & Special Events
  - Oenology

**International Fashion Academy Paris**  
**Lecturer**

**Jan 2019 - Sep 2019**

- Courses given;
  - Luxury Strategic Marketing

**Niřantařı University, Faculty of Economics, Administrative & Social Sciences , Tourism Management Feb 2018 - July 2018**

**Lecturer**

- Courses given;
  - Catering & Special Events

**Boęazięi University, Lifelong Learning Center, Event Management Dec 2014 - Dec 2016**

**Lecturer\_**

<https://buyem.boun.edu.tr/egitim/etkinlik-yonetimi.html>

- Courses given;
  - Sales & Marketing Activities at Event Venues

**d.ream (Doęuř Restaurant Entertainment and Management) Sep 2014 - Apr 2017**

**Director of Sales**

<http://www.d-ream.com.tr/en/brands>

- Directly reporting to the CEO and COO
- In charge of 30 brands within the group encompassing 126 individual establishments of restaurants and high-end event venues.
- Responsible for all special events, banquet and catering events of company
- In addition to group's consolidated P&L, responsible for group's outside catering company, Foodist, and successfully achieved 100% revenue growth with to positive EBITDA
- Responsible for all strategic and operational sales, marketing and customer relationship activities, driving increased revenue and profit, planning and coordinating penetration of new markets
- Providing the board with strategic feedback regarding competitive offerings, prospect needs and generating product development ideas particularly group's direct investments including Bomontiada project
- Establishing centralized sales force and managing all group business both corporate and social in restaurants and event venues
- Through the restructured sales force - a thorough analysis of business mix and market segmentation followed by marketing strategies targeted toward key feeder and potential segments, new business pitching, key account management, introduction of yield management through strategic inventory management and introduction of CRM tools and meaningful data gathering and generation of sophisticated reports leading smart business targets
- Pitching for prestigious, big-scale events in the city including music festivals, sports tournaments and alumni events and being the select partner for catering services of all kinds

- Acting as liaison between operation managers in charge of multiple brands and central support departments, and improving internal communications to align each unit's goals with the group's overall strategy
- Responsible for operational restructuring Adile Sultan Palace in terms of organizational structure, reenergizing company culture and rebranding the product toward luxury end with top-notch services

### **Çırağan Palace Kempinski, Istanbul Aug 2009 - September 2014**

#### **Director of Sales, Banquet & Catering**

<https://www.kempinski.com/en/istanbul/ciragan-palace/>

- Managing two different sales departments, reporting directly to Regional Sales & Marketing Director
- Responsible for all special events, banquet, catering events and operations
- Generated € 20M in revenue, %34 more than any yearly revenue achieved since the opening
- Increased revenue by 26% and 34% consecutively in previous two years
- Focused responsibilities include budget planning focused on profit optimization, P&L analysis, strategic planning, forecasting, prospective market creation, field sales deployment, and customer relationship management
- Developing sales goals and strategies and ensuring alignment with the brand's business strategy
- Executing the sales strategy and ensuring individual booking goals are met for both self and staff
- Coaching leaders of revenue generating departments in developing effective revenue strategies and setting aggressive goals that will drive the property's financial performance
- Ensuring the development of a strategic account plan for the demand generators in the market
- Providing customer intelligence in evaluating the market and economic trends that may lead to changes in sales strategy to meet and exceed customer expectations.
- Researching competitors' sales team strategies to identify the ways to grow revenue and profit, and increase market share
- Participating in sales calls with members of the team to acquire new business and/or close on business
- Responsible for palace operation, both F&B and service, with two ballrooms with extensive pre-function space and a grand by-the-Bosphorus terrace in addition to 16 meeting and event rooms of varying size
- Assisted EAM, F&B with the operations of six F&B outlets between February 2013 - September 2014.

### **The Ritz-Carlton, İstanbul Jul 2006 - Aug 2009**

#### **Assistant Director of Sales, Catering Sales & Conference Services**

#### **Sales Manager, Catering Sales & Conference Services**

- Responsible for delivering € 4,7M yearly revenue from catering business, events and operations.
- Established and launched outside catering operation of Ritz-Carlton, İstanbul.

- Awarded with the Golden Circle, company's incentive plan for S&M, and received a trip to Cancun, Mexico in 2008
- Awarded as the Best Sales & Marketing Team in the Ritz-Carlton Hotel Company all over the world in 2008
- Scored 100% unanimously on Employee Satisfaction / Sales Team Survey by Gallup in 2008

**Le Pain Quotidien, Kanyon Apr 2006 - Jul 2006**  
**Restaurant Manager**

- Established and launched first branch of LPQ in Turkey
- Hired and trained staff
- Made agreements with vendors and suppliers
- Applied opening guidelines of LPQ in coordination with LPQ's head quarters

**Swissôtel The Bosphorus Jul 1999 - Aug 2005**  
**Convention Sales Executive**

- Reservation & Sales Agent
- Front Office Agent, Cashier, Night Auditor
- Housekeeping, Room Controller
- Laundry, Order Taker

**Education**

- Mersin University, BA in Tourism & Hotel Management

**TRAINING CERTIFICATES**

- 5-days Adler Central Europe- ICF Coaching III - by Ahmet Süha Koçel & Aylin İyici, 2021
- 5-days Adler Central Europe- ICF Coaching II- by Eser Özar & Yücel Kosalan, 2021
- 2-days Adler Central Europe - Transactional Analysis by Hülya Üstel Eleviş, 2021
- 5-days Adler Central Europe- ICF Coaching I- by Eser Özar & Ahmet Süha Koçel, 2021
- 9-days Diamond Logos - Essential Nature & Ego - by Emilio Mercuriali, 2020
- 7-days WSET - Oenology - by Selen Gözen, 2020
- 5-days Breathing Techniques Training - by Serap Gülşen, 2017
- 3-days Landmark Introduction Leadership Program at London, 2017
- 3-days Landmark Forum Advanced - by Landmark Worldwide, 2017
- 3-days Landmark Forum - by Landmark Worldwide, 2016
- 2-days Innovative Thinking - by THNK - School of Creative Leadership at Munich, 2014
- 5-days Selling Luxury - by Signature Worldwide Business & Training Solutions, 2012
- 5-days Essential Management Seminar - by Kempinski Corporate Office at Montreux, 2011
- 2-days Tele-Sales Training Course - by Kempinski Corporate Office, 2010
- 2-days Management Assessment Seminar - by Kempinski Corporate Office at Munich, 2010
- 2-days Team Building 2 days - by TMI, 2010
- 2 days Leading Quality Assurance - by LQA, 2010
- 2-days Effective Presentations- by DDE, 2009
- 4-days Presentation Skills - by TMI, 2009
- 2-days Strategic Planning- by TMI, 2009
- Time Management - by Ritz-Carlton Training Office, 2007

- ISO 9001 Quality Management System - by Swissôtel Training Center, 2003
- 4-days Upselling -by Niale McLoughlin, 2002

## **ADDITIONAL INFORMATION**

### **Languages**

- Turkish (Native), English (Advanced)

### **Computer Skills**

- Microsoft Office applications, Microsoft Windows OS applications
- Apple Mac OS applications
- Network applications, Internet applications
- Opera S&C V.6, Opera PMS 3.0.02.00, Novel GroupWise V.8, Fidelio Front Office - S&C modules.

### **Interests**

- Human nature and behaviors, digital marketing, photography, motorcycle riding, hiking & camping.