

## Contact

Uphill Court B ada B3 blok D: 75  
ATASEHIR ISTANBUL TURKEY  
+905322101047 (Home)  
yildirayornekli@yahoo.com.tr

www.linkedin.com/in/yildiray-ornekli-phd-3394101 (LinkedIn)  
yildirayornekli.wordpress.com/  
(Personal)  
turkcell.com.tr (Company)

## Top Skills

Business Development  
Mobile Technology  
Project Management

## Languages

English (Full Professional)

## Honors-Awards

CEO AWARD  
CPU Usage calculation tool  
MSC in pool usage

## Patents

Telescopic tower  
Mobile tower

# Yildiray Ornekli, PhD

Network Infrastructure Manager at Turkcell  
Barbaros Mah., İstanbul Province, Turkey

## Summary

My career in Turkcell started in Core Network Division with different roles such as Core network Expert and Core Network Manager. After 10 years, I started to work as Maintenance & Implementation Manager on Radio Network.

After having a PhD Degree on Business Administration, I had been assigned as Business development manager of Global Tower that is an infrastructure company of Turkcell Group. I experienced all the functions of business such as sales, marketing, law & regulations, finance, product management, procurement in Global Tower.

I developed products and applied new business models in our sector. We also developed different convergence models for the use of common infrastructure for different networks like telecommunication, broadcasting, IoT networks. We have transformed GT from a traditional tower company into an infrastructure service provider that can serve networks in different sectors.

Currently, I have been working as an infrastructure manager in the access network planning department. I have three teams in charge. The first team is responsible for the supply of mobile and fixed network infrastructure equipment, the second team is responsible for sharing with other operators and the operations of the GT company, and the third team is responsible for inventory management and budget consolidation of all equipment that is included in the network.

At the same time, I teach strategic management, entrepreneurship, management and organization courses as a part-time instructor at Bahçeşehir University.

During my career, I worked on two big projects that gave me different vision and experience. One was the IPO process we conducted with the CITI-INV team. The second was a cost optimization project with

Mckinsey that ended up with a direct 30+ M USD saving. Besides that I managed two programs and three projects of Network.

I held BSc Degree in Electric and Electronic Engineering from The Naval Academy, PhD degree from Dokuz Eylül University.

---

## Experience

### Turkcell

#### Network Infrastructure Manager

November 2015 - Present

Istanbul, Turkey

- Management responsibility of network energy and environmental products and services investments that include more than 200+ different product types and 50+ suppliers for Turkcell Network, with ownership of the fix network operator Superonline and infrastructure operator Global Tower which have 24.000+ emission points, 40.000+ base stations, 40.000+ km fiberoptic line, 3 M+ homepass connections, 1200+ POP, 8.000+ tower.
- Setting standards for 1200+ POP points. Purchase of equipment complying with these standards and controlling of compliance.
- Managing the unit that exists more than 25+ FTE and managing of the managers.
- Management of 100m+ USD CAPEX investment annually for infrastructure products and services that are assets of Turkcell, GlobalTower and Superonline.
- Managing of Global Tower service delivery responsibilities for customers.
- Managing and coordinating of Global Tower's roll out and operational activities for customers.
- Managing of Network Infrastructure Sharing in Turkcell and creating their principles, leading concepts of the industry. (Passive Network sharing, Active Network Sharing, Antenna Facility Sharing, Fixed Network Sharing etc.)
- Creating efficiency, effectiveness and innovation by developing new processes and patented products that help to keep company's leader position in the market.
- Management responsibility of all process starting from entry to the main warehouse and ended up with scraping of 1500+ different product types which are the assets of Turkcell, Superonline and Globaltower Network.
- Coordinating and reporting responsibility of Budget and Rollout activities of whole network domains.

- Managing of Renewable energy solutions (solar, wind, hybrid) in Network.
- Sponsoring programs and Project held by Project Office related with infrastructure, sharing, service delivery and processes and improvement of network.

### Bahçeşehir Üniversitesi

Parttime Lecturer

September 2013 - Present

Istanbul, Turkey

Lecturer of given below courses ;

Strategic Management and Business Policy.

Management Skills and Strategic Leadership

Business Value creation and Sustainability

Global Business Strategy

International Business Management

New venture Business Planning

### GLOBALTOWER, Turkcell Subsidiary

Business Development Manager

May 2012 - November 2015 (3 years 7 months)

Istanbul, Turkey

Global Tower is the first and only standalone tower company and the largest dedicated telecom infrastructure operator in Turkey in terms of tower portfolio and fifth largest standalone tower company in Europe. [www.globaltower.com.tr](http://www.globaltower.com.tr)

- Managing Global Tower's all marketing and business development activities such as product and customer segmentation, market creation and creating sustainable revenue growth by expanding horizontal infrastructure business model for vertical different business models ( public networks, alternative energy solutions, common In building solutions).
- Proven track record for 3 different sector with 5 won tenders as a part of strategic transformation from tower company to infrastructure operator.
- Business development and sales activities in Middle east, CIS and North African countries.
- M&A activities for leading opportunities
- Taking active role in producing business models of Network Infrastructure Sharing for GSM operators.
- Managing responsibility for preparation of executive reports including financial tables and analysis, balanced score cards and dashboards.

Turkcell Telecommunications, Turkey

13 years 1 month

### Network Implementation & Maintenance manager

2010 - May 2012 (2 years 5 months)

Mugla, Turkey

- Managing responsibility of subcontractor that is responsible from Site Rollout/ Maintenance/Rework/Incident Management in region.
- Responsible of West Region of Turkey for 2000 BTSs/NodeBs/eNodeBs
- Reporting and monitoring of all KPIs for subcontractor that show its performance
- Managing collaboration and coordination with Radio Planning, Procurement and Site Acquisition teams
- Managing all roll out, maintenance and rework operations of 2000 sites per year in the region

### Base Station System Manager

February 2009 - February 2010 (1 year 1 month)

Izmir, Turkey

Core Network - Base Station System Manager

### Switching System Team Head

February 2005 - February 2009 (4 years 1 month)

Izmir, Turkey

Core Network- Switching System Team Head

### Expert Engineer

May 1999 - February 2005 (5 years 10 months)

Istanbul,Izmir, Turkey

Core Network- Switching System Expert

---

## Education

### DOKUZ EYLUL UNIVERSITY

Doctor of Philosophy (PhD), Business Administration and Management,  
General · (2005 - 2010)

### DOKUZ EYLUL UNIVERSITY

Master of Business Administration (M.B.A.), Business Administration and  
Management, General · (2003 - 2005)

### NAVAL ACADEMY

Bachelor's degree in Engineering, Electrical and Electronics  
Engineering · (1991 - 1995)

NAVY HIGH SCHOOL  
Mathematics · (1987 - 1991)