



ŞEBNEM KARAKAŞ

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EDUCATION

Bogazici University, İstanbul M. A. International Trade Management (4,00/4,00)	2011 –2013
Hacettepe University, Ankara B.A. Business Administration (3,00/4,00)	1996 –2000

ACADEMIC EXPERIENCE

Bogazici University, School of Applied Disciplines, International Trade Management Research Assistant <ul style="list-style-type: none">Lectured on EU/EFTA, BRICS, Alternative energy sources, Maritime hazards/actuarial calc. Researcher in BOUN-BAP <ul style="list-style-type: none">Factors effective in marketEntry mode selection of retailers expanding internationallySocial impact on host emerging marketsApparel specialty retailing	2012 – 2013
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MASTER'S THESIS

Bogazici University, School of Applied Disciplines, International Trade Management Psychic Distance and the Internationalization Process of Large Turkish Corporations The impact of manager and firm characteristics on perceived psychic distance and the impact of psychic distance on foreign country market and entry mode selection decisions, marketing strategy pursued, and the performance of the operations in the host countries is widely studied however contradictory findings are observed.	2013
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PROFESSIONAL EXPERIENCE

Dost Tekstil Ltd, and Karden AŞ Sales Manager Directing Aegean wholesale of technical yarns as the exclusive representative of Karsu Textile Co. (Partner of Lenzing Group of Austria); recruitment and management of sales team located in İzmir and Denizli branches; informing customers about new products and pursuing push strategy specifically for these new products; tracking and directing the order process, from receiving the order to delivery; monitoring and ensuring the accuracy of payments to producer firm.	2008 – 2010
Ere Automotive Co. (A subsidiary of Ere Holding) Financial Manager Decision-making, controlling and the execution of all monetary issues; preparing short, mid and long-term sales and after sales services forecasting in coordination with the relevant departments; supervision of forecast accuracy and financial stability along with profitability analysis; preparation and interpretation of the periodic budget, cash flow, income statement reports; monitoring account receivables and payables, and manage the cash flow accordingly; tracking inventory levels, and directing the sales and spare parts departments to ensure profitability through switching between FIFO and LIFO strategies during currency fluctuation periods in particular; working in coordination with the attorney of the company in execution proceedings and contract terminations; dealing with banks in use of loans, General Arrangements to Borrow (GAB), and daily money transfer decisions. Under the direction of Vice President and CFO of Ere Holding, coordination of liquidation process of Ere Automotive (average gross annual income of USD50 million) that was undertaken due to	2005 – 2008

holding company's changing strategic goals; under the supervision of CFO, managing the negotiation activities with the distributor company and other suppliers during the termination process.

Ere Automotive Co. (A subsidiary of Ere Holding)

Sales Manager / Volkswagen and Audi

2003 –2005

Annual sales forecasting for VW (automobiles and commercial vehicles) and Audi; recruitment and management of sales team; organizing and attending outdoor visits to key accounts; periodical budget preparing –and revising when needed- for sales department in accordance with finance department's targets; ensuring the turnover targets and taking necessary actions when needed; ensuring the customer satisfaction through motivating the sales team; coordinating advertisement activities in coordination with distributor company (Dogus Automotive Co.).

Borusan Automotive Co (A subsidiary of Borusan Holding)

Key Accounts Sales Specialist

2000 – 2003

Fleet sales, diplomatic sales and foreign plate sales of Land Rover brand off-road vehicles. Sale of 124 Discovery type vehicles during January 2003 to BTC pipeline joint venture (the most successful fleet sale in company history until 2003).

LANGUAGES

English – Excellent in speaking, reading and writing

Italian – Mid-level in speaking, reading and writing

PERSONAL DETAILS

Date of Birth: May 03, 1978

Marital Status: Married to Prof. Dr. Hakkı Muammer Karakaş (Chairman of Radiological Centers, Turkish MoH, Istanbul Province)

REFERENCES

Prof. Sema Sakarya, Boğaziçi University, Department of International Trade

Prof. Armağan Tarım, Çankaya University, Department of Management