

Osman Erk's Key Qualifications:

Worked as an executive with twenty eight years' experience in Digital Platform, Telecommunication, Distribution and Financial Services Sectors;

Held senior positions in corporate and consumer banking, insurance, white-electronic consumer goods distribution, pay TV, digital broadcasting platform and gaming industries in Turkey;

Acquired extensive, in-depth experience in start-up ventures and company restructuring,

Took major roles in and led change management;

Currently,

- conducting/facilitating **work-shops** on strategy formulation,
- delivering **management consultancy** services to domestic companies
- providing **executive coaching** services and
- taking part as key note **speaker** at corporate senior meetings and dealers conventions covering themes on strategy, innovation, change management, leadership, emotional intelligence and personal development

Education:

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| ERICKSON COLLEGE INTERNATIONAL, Professional Coach Certificate, | 2012 |
| COLUMBIA UNIVERSITY, MBA, School of Business Administration, New York, USA | 1975-1977 |
| CLAREMONT MEN'S COLLEGE, Bachelor of Arts , California | 1973-1974 |
| MIDDLE EAST TECHNICAL UNIVERSITY, Ankara,Turkey | 1970 -1973 |
| Languages : English – fluent Turkish – native | |

Professional Experience:

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| Istanbul, Turkey | 2006 –Present |
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Providing general management consultancy services
to facilitate the clients to be different in their offerings
to their target segments .

Services include:

Consultancy on strategic direction,
execution, leadership-change management,
Strategy work-shops to facilitate the companies to formulate
their strategy,

The fundamental guiding principle is to innovate to be different.

Executive-leadership coaching,

Turktell Bilişim Servisleri, Istanbul ,Turkey

1999 –August 2006

Fully subsidiary of Turkcell (the largest mobile phone operator
in Turkey and a major player among the European operators)
Turktell's responsibility was to establish and develop business
in sectors outside of the telecom sector.

Board Member with executive functional responsibility for corporate

strategy formulation, business development and organizational re-structuring :

-Chairman of the Board of Digiturk for five years (**1999-2004**).

Digiturk is engaged in direct-to-home satellite digital platform business encompassing TV broadcasting, pay-per-view, interactive gaming services.

Assumed direct responsibility in establishment of the business.

The number of subscribers reached 1 million at the end of 2004.

-Chairman of the Board of Inteltek and Libero engaged in the leisure gaming sector for two years (**2002-2004**).

Assumed direct responsibility in establishment of the business in the form of a joint venture with Intralot of Greece.

Inteltek offered fixed odds betting through a network of 2500 agencies. Libero offered on line betting services through fixed and mobile internet.

-Board Member of Superonline, ETH Telecom, Topaz Cable TV, Global Customer Care Center, Mapco- Mobile content portal, Telcom (**2000-2005**).

Superonline was the leading internet service provider in Turkey serving both individuals and corporations.

ETH Telecom was engaged in international telecom carrier and calling card business in Germany and Austria.

Topaz was one of the six cable TV operators in Turkey with a market share of 9%.

Global, largest enterprise in the call/contact center business in Turkey mostly served the client base of Turkcell.

Mapco was founded for the purpose of facilitating creation of mobile content aimed at Turkcell client base.

Tellcom was established to offer telecom services on land lines to corporations.

Key responsibilities in the following corporate achievements :

- The foundation of Digiturk, Inteltek and Libero, SkyTurk(TV news broadcasting company), Mapco.
- Telecom –Infrastructure –Media -Entertainment (TIME) group re-structuring to realize synergy both on enhancement of revenue streams and efficient cost management within the Turkcell-Çukurova Group.
- Re-organization of Turkcell aimed at redefinition of strategy formulation, organization structure and redefinition of major roles&responsibilities.
- Establishing the Çukurova Group of Companies information system for the use by the Holding Board.
- Restructuring initiative of Çukurova Holding to facilitate efficiency in monitoring and management of the various businesses under the holding structure.
- Debt re-scheduling for Çukurova Holding with BDDK/TMSF, banking regulatory agencies pursuant to the takeover of Pamukbank, a commercial bank owned by the Çukurova Group.
- Preparation of various business plans regarding the feasibility of privatization of Milli Piyango(National Lottery)
- Market analysis and feasibility study for establishing gaming business in Azerbaijan, Kazakhstan and Ukraine

Turkpetrol Holding , Istanbul,Turkey

1997 – 1998

Member of the Board of Directors

- Executive functional responsibility for the insurance business of the group which had investments also in tourism, ship building retailing, edible oil.

Cine-5, Istanbul, Turkey

1993 - 1997

General Manager

-Joined the company during the initial operational stages and spearheaded its growth to a subscriber base in excess of 340,000 in pay TV business.

Grunberg Inc., Istanbul, Turkey

1992 – 1993

General Manager

-The company was engaged in distribution of white and electronics goods through a network of 1600 agents.

TOBANK Inc., Istanbul, Turkey

1991 - 1992

CEO & Deputy Chairman of the Board

-Restructured the government owned bank for a merger

Başak Insurance Inc., Istanbul, Turkey

1989 - 1991

CEO & Managing Director

-Restructured the first tier composite company from relying on captive business within the open market.

-Successfully implemented marketing initiatives leading to the increase of the company's domestic market share from 5.6% to 7.7%

Yapı Kredi Bank Inc., Istanbul, Turkey

1984 - 1988

Senior Vice President directly reporting to the CEO.

-Established a Corporate Banking Unit targeting top 200 corporations in Turkey

-Restructured and managed the Capital Markets Group

-Introduced a commercial paper financing mechanism to the Turkish market

-Introduced ATMs to the consumer branch system

-Conceptualized and implemented the introduction of credit card operations

CITIBANK, Istanbul & Ankara –Türkiye

1979 - 1984

Resident VP directly reporting to the Country Head

-Completed a credit /marketing –training program in Athens, Greece.

-Headed the Public and Financial Institutions Sector

-Established the Ankara branch in 1983

RESPONSIBILITIES AS BOARD MEMBER IN ORGANIZATIONS AND CORPORATIONS

-ASHOKA, Foundation to promote social entrepreneurs, a world of
constantly innovating change makers, Turkey

2006 - 2007

-EREGLI IRON & STEEL MILL, Zonguldak, Turkey

1992 - 1993

-UNION OF INSURANCE & REINSURANCE COMPANIES, İstanbul

1989 - 1991

-PAMUKBANK A.S., İstanbul

1989 - 1991

-HALK INSURANCE COMPANY, İstanbul

1984 – 1986

PUBLISHED ARTICLES

-Insurance Sector: Inter Spem et Metum (between hope and fear)
Finans Dünyası

May, 1993

-Success Story : Consumer Banking in Turkey: Economic
Dialogue: IMF/World Bank Special Issue

Oct, 1991

-Turkish Insurance Sector /Invisible Becoming Visible;
Economic Dialogue:IMF/World Bank Special Issue

Sept, 1990

-Turkish Insurance Sector/Threats and Opportunities
Finans Dünyası

Jan,1990

-Financing Consumer Needs, Turkish Finance

Sept, 1988

TEACHING EXPERIENCE

-Trakya University,Edirne, School of Banking: offered sessions
on Marketing Management, 2009; instructed a course titled

2009-2010

" Introduction to banking" to junior class,

-TOBB University, Ankara: delivered a presentation to the MBA students on strategy and innovation, 2008

-Bilgi University, MBA Program: offered 16 week course titled "Turkish Business Environment" 2007-2008

EXTRA-CURRICULUM ACTIVITIES

-Photography Exhibition in Istanbul , Sept, 2001
Catalogue : Ordinary Forms

-Photography Exhibition in Ankara , Dec, 2000
Catalogue : Directly Indirect

-Slide Show in İstanbul: India, June 2005

-Participated in " 40 years , 40 works of art" exhibition along with the renowned Turkish photographers sponsored by the Turkish Education Foundation, Nov, 2006

-Contributed one photograph to a book by Gültekin Cizgen " 101 Compositions, 101 interpretations", Say Yayınları, Dec, 2006

-Travel Articles published in monthly Chi Magazine, 2008