



## **OSMAN ERK**

**Executive Leadership Coach**  
**Strategy Formulation Workshop Facilitator**  
**Strategy Execution Mentor**  
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Osman offers close to thirty years' strategy, leadership and change management experience in senior management roles in corporate and consumer banking, insurance, white-electronic consumer goods distribution, pay TV, digital broadcasting platform, telecom and gaming industries in Turkey. Osman is specialized in strategy formulation and execution, start-up ventures and company restructuring. He is a qualified mentor and coach to senior executives, as well as author and keynote speaker.

### **Professional background**

Since 2007 Osman has been offering strategy formulation workshops and mentoring on strategy execution. He is also a solution-focused coach and mentor, key note speaker on strategy, innovation, change management, leadership, emotional intelligence and personal development.

From 1999 to 2006 Osman was on the board of Turkcell Bilisim Services, part of Turkcell, responsible for establishing and developing business in sectors outside of the telecom sector. He led corporate strategy formulation, business development and organizational re-structuring. He also served as Chairman of Digiturk (1999-2004) where established the business and grew it to 1 million subscribers within 5 years. He was Chairman of Inteltek and Libero (2002-2004) establishing JV's with Intralot of Greece to offer on-line betting services. During the same period he held board memberships with Superonline (fixed internet provider), ETH Telecom (fixed line carrier and calling card operator), Topaz (cable TV operator), Global (largest customer call center), Mapco (mobile content portal), Tellcom (fiberline carrier).

From 1997 to 1998, Osman served on the board of Turkpetrol Holding, holding executive functional responsibility for the group's insurance business.

From 1993 to 1997, Osman was General Manager at Cine-5, the first pay TV operation in Turkey. He led growth from the initial operational stages to a subscriber base in excess of 340,000.

From 1992 to 1993, Osman was General Manager of Grunberg, engaged in distribution of white and electronics goods (AEG and Telefunken branded) through a network of 1600 agents.

From 1991 to 1992, Osman was CEO & Deputy Chairman at TOBANK, where he restructured this government-owned bank for a merger.

From 1989 to 1991, Osman was CEO of Basak Insurance, where he successfully implemented marketing initiatives leading to the increase of the company's domestic market share from 5.6% to 7.7%

From 1984 to 1988, Osman was Senior Vice President at Yapi Kredi Bank, directly reporting to the CEO. He established the Corporate Banking Unit, restructured the Capital Markets Group, introduced a commercial paper financing mechanism, ATMs, and credit card operations.

From 1979 to 1984 Osman worked for Citibank, Istanbul and Ankar where he headed the Public and Financial Institutions Sector and established a branch in Ankara.

### **Education and qualifications**

Osman holds an MBA from Columbia University, N.Y., USA,

He has a Bachelor of Arts degree in Economics from Claremont Men's College, California, USA,

He earned a Professional Coach Certificate from ICF Accredited Coach Training Program (ACTP) at Erickson College International. In February 2014, Osman was designated Associate Certified Coach (ACC) by ICF.

### **Personal**

Osman is Turkish and lives in Istanbul. His working languages are Turkish and English. Osman enjoys writing. His articles on strategy and leadership are published in Finance World, a monthly Turkish magazine, and he also published travel articles.

He is also a fan of photography and organizes exhibitions.

