

# İsmail ÖZCAN

*Architect, M.Sc. (Occupational Health&Safety Specialist, Class C)*



**Place of Birth and Date :** Bergama, Dec. 10<sup>th</sup>, 1975

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**Address:** Umraniye/Istanbul, TURKEY

**Marital Status/Children :** Married / A daughter

**Military Service:** Completed

## **Education :**

- Istanbul Technical University, 1998 – 2001, Institute of Science and Technology, Dept. of Arch. Architectural Design Graduate Programme (Master Thesis: “Change” of Tendencies in Tourism and Design Principles of Holiday Villages’ Outdoor Spaces)
- Dokuz Eylul University, 1993 – 1998, Faculty of Architecture, Dept. Of Architecture

## **Fields of Specialty :**

- Marketing & Sales
- Senior administration
- Real Estate
- Building Materials
- Construction
- Architecture/design
- Fair/event organisations
- Media, printed media (journals & books)
- Internet publication
- E-commerce

## **Projects Carried out during Previous Job Experience :**

- Designing and setting up CRM
- Carrying out strategic restructuring
- Setting up monthly/yearly business reporting system
- Hiring sales team and designing bonus system
- Developing and promotion of new products/services
- Setting up human resources system/department
- System erecting for budget preparation and following
- Web designing for e-publication and e-commerce
- Setting up an online purchasing system
- Designing and developing quality management system

## **Job Experience :**

### **Cathay Group (April 2019 – October 2019)**

**Deputy General Manager;** Marketing&Sales, Business Development

- To form strategies for the marketing and sales residential and commercial units of the company’s Nivo Istanbul and Nivo Atakoy projects which are under construction, to manage the team, to adapt varying sales models, to execute the marketing, public relations and advertising operations, to form the after sales operations. To follow up the process of areal inspections, analyzing, development, architectural design and launching of the company’s new projects which are to be built on land plots that are existing in company’s or in partnership forming available third parties’ portfolio.

### **Turyap Holding (2013 – 2019)**

**Deputy General Manager;** Corp. Marketing&Sales, Investors’ Relations, Intl. Relations

- To form strategies to meet the potential investors to Ankara Golfkent real estate project, developed by the company, which is under construction; to determine the possible local and international investors which may invest to the Project, to manage the relations with the interested ones and to support them within their decision making process; to organise marketing communications on the way through. To manage the corporate sales/renting operation of the company; to carry out the sales operations of the real estates that are existing in the portfolio of banks, real estate developers and corporates/peoples, through forming relations with the customers of The Turyap Headquarters directly, collaborating with Turyap’s franchise offices; to manage the sales/renting team. To design the strategy to launch company’s services in Romania; to make feasibility studies to analyse the potential local partnerships which are available for collaboration and the targeted customers, to develop and to manage the necessary processes for Turyap Real Estate Fund (in collaboration with 24 GPY A.Ş.) and Turyap Real Estate Exchange System which are company’s new services.

**General Manager / R'Estate Center;** Center for Real Estate Projects' Marketing and Sales

- As the founding general manager of R'Estate Center, brings together the branded real estate projects in the city center of Istanbul, to make business and space planning of the center with an entrepreneurial understanding, to locate the center as a new marketing tool for real estate developers and contractors, to design strategies to promote the center, to form sales team, sales targets and to lead the team, to ensure the settlement of the company's corporate identity in the real estate industry.

**CNR Holding / SİNE Fuarçılık A.Ş. (SINE Trade Fairs Inc.)**

**Istanbul (2012 – 2013)**

**General Manager;** Fair organisations As Marketing Communications

- To design strategies to grow and to develop the on-going trade fairs which are marketing communication tools of companies, to add new trade fairs to the portfolio, through developing new collaborations to make the fairs of the company the main trade shows of the sectors they serve nationally and internationally, to increase the profitability of the company through making use of fiscal and human resources of the company. To hire and to lead sales team, to determine sales targets, to control the contracting and collecting process, to coordinate marketing communications.

**Gayrimenkul İçin Strateji Platformu (NGO)**

**Istanbul (November 2011 – 2015)**

**Secretary General;** Giving Service As A Think-Tank To Turkish Real-Estate Sector

- To give service to Turkish real-estate sector as a think-tank centre; to study the topics of “How to Increase Istanbul's Brand Value in Real-Estate”, “Urban Transformations”, “Drawing The Attention of Foreign Funds to Turkish Real-Estate” and to write reports, to organise events on these topics.

**Yapı-Endüstri Merkezi A.Ş. (The Building Information Centre)**

**Istanbul (2007 – 2012)**

**Deputy General Manager;** Leading the company to provide assistance to third party building materials producing companies and real-estate developers for their marketing communications,

- To spread the strategically administration style and to establish company culture within the company. Through following the developments in the domestic and international market, to develop company's products and services, especially on virtual environment through digital publications and e-commerce applications.

**Mimario Mimarlık Dekorasyon (Mimario Architecture Decorations)**

**Izmir (October 2004 – November 2006)**

**Company Owner;** Architectural Design, Interior Design-Decoration, Stand Design and Erection, Sales of Building Materials

- To determine company strategies for services like architectural, interior, stand design and building materials' sale and installation, to manage the client relations, to coordinate the marketing studies and public relations. To make and analyse market researches in around Izmir for the services of the company, to prepare and to execute communication plans to reach the target groups. With a competitive manner, through creating differentiation, to lead the sale of products and services of the company. To form work groups and to coordinate them for the services consist of installation.

**Various Companies; Izmir, Istanbul, Prizren/Kosovo (1996 – 2004)**

**Architect/Chief-Supervisor/Manager;** Real Estate Developing, Design/Architecture, Building Site Managing, Supplier's Relations, Sales and Operation, International Relations

- As an architect, designer, technical chief, supervisor or a manager, to develop real estate projects, to design architectural projects, to lead the constructing processes on building sites, to prepare progress reports, to lead the marketing and sale operations, to conduct international relations and to form new business partnerships, in companies acting in various sectors like real estate, architecture, construction, fair organisations.

**Languages :**

- English (Advanced)
- German (Intermediate)

**Computer Skills :**

- Autocad (2D+3D) (Advanced)
- MS Office (Advanced)

**Cultural:** (Below works are in Turkish)

- Book - Emlakçı Mı Olsam? (/Should I Be A Realtor?) (published by Cinius Yayınları, October 2018)

<http://sahnearkasi.ciniusyayinlari.com/kitapayrinti.asp?id=201613>

- Programme - Benim Mekanlarım (/My Spaces) (Kanal Ekonomi)  
<http://www.kanalekonomi.com/kanal-ekonomi-tanitim-klipleri/benim-mekanlarim-1-bolum/>
- Articles - Konuthaberleri.com Column  
<http://www.konuthaberleri.com/yazarlar/ismail-ozcan-754.html>

### **Strengths and Abilities :**

- Visionary
- Ability to think analytic
- Ability of coaching
- Organiser and coordinator
- Strong human relations, presentable, strong representation
- Positive, constructive manner, optimist
- Information on building materials, construction and real estate sectors
- Technical and management information on digital/printed publication and e-commerce
- Ability to read and analyse fiscal reports
- Developer, reorganiser
- Strategic management and planning
- Executive on sales, marketing, communications and human relations
- Leader and motivating; team spirit developer
- Emphatic
- Quick decision maker; problem solving, result oriented

### **Education and Certificates :**

- The Secret of Winning at Sales – Sinan Ergin (1/2 day), Live Consulting & Academy, 2019
- Tax Issues of Real Estate (1/2 day), GYODER, 2017
- Simyacı – Sales & Marketing for Real Estate Projects (4 days), Satış Küpü, 2017
- Latest Trends At Developing Real Estate Market: Financing (1/2 day), GYODER, 2016
- Occupational Health and Security (3 Months), T.C. Istanbul Kultur University, 2013
- Reading Balance Sheet for Managers (2 days), Rönesans Değişim ve Yön. Bil. Enst., 2011
- Lords of Marketing, MediaCat, 2010
- Professional Corporate Coaching (3 months), The Key-Başarı Akademisi, 2010
- Thomas Character Analyses System (2 days), Thomas Turkey, 2010
- Labour Law, Contracts and Personnel Applications (5 days), Indense Danışmanlık, 2010
- Marketing Summit, MCT Turkey, 2008
- Speaking Companies – Financial Charts (2 days), İstanbul Kurumsal Gelişim, 2007
- Keeping Up With Customers Hard to Communicate (1 day), Çağdaş Eğt. ve Dan., 2007
- Process Management (2 days), STPA Eğitim ve Yönetim Danışmanlığı, 2007
- German Language Course, Goethe Alman Kültür Merkezi, 2001-2004
- Jack TROUT Seminar, “Positioning & Differentiation” (1 day), Bonus Akademi, 2002
- Internal Audit Education, Polater Eğitim Hizmetleri, 2000
- ISO 9001 Quality Systems Educations (1 month), Yapı-Endüstri Merkezi, 2000

### **Memberships :**

- Chamber of Architects Izmir Branch
- Olivefriends Association

**Fields of Interests :** To Read Books on Personal Development, Olive Growing

**Smoking :** Non-smoker