

# Dr. Hakan TETİK

Collectivist; Strategy, Sustainability, Customer and Transformation Expert



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**I AM A 4x4 EXPERT,  
I WILL NEVER LEAVE YOU ON THE ROAD!**

**I like to write, speak and appeal to people's hearts based on my experiences in life. I attach importance to being sincere and speaking the same language with my readers and listeners; I am someone who pushes the rules and breaks the rules. Strategy is my personal hobby; I think the customers, the people we do business with, are my never-ending curiosity; and for me, leaving what we know is a matter of country :)**

- My Interests Concentrate on **4 Main Functions**: Strategy, Sustainability, Marketing and Product Management
- In my opinion, there are **4 critical skills** that should be in business DNA: Strategy, Transformation ability, Customer Experience and Innovation.
- I Can Provide Support in **4 Languages**: English, German, Turkish and Boss Language
- I am different in **4 matters**: I produce output, I get excited, I tell my experiences, I don't like to say "No way!"
- While trying to solve different problems on different issues in my 30+ years of career, I discovered that most businesses have deficiencies in their strategic perspective, most of them do not really know their customers and therefore they have difficulty in developing the right market-oriented products / services - in short, they cannot see the way to the hearts of their customers.

If you ask me;

- I was born in Bursa in 1968, and after completing my primary and secondary education in Germany, I graduated from Istanbul Technical University, Department of Computer Engineering. Later, I received my Master's degree (MBA) from the Department of German Business Administration at Marmara University and my Doctorate degree (PhD) in Business Administration/Marketing from Işık University in 2008.
- I started my career in hot sales as a salesman at an early age. While I was studying in my final year at ITU, I started my professional career at Penta Bilgisayar A.Ş. I started as Founder and General Manager. Later, I worked in different positions in various companies such as Sales and Marketing Manager, Business Development Director, Business Solutions Director and General Manager.
- I ended my professional career in 2004. Since then, I have continued my career as a co-founder, investor or board member in various companies – constantly making new investments in myself. I also assist the world's leading companies with their strategy, marketing and product management functions. I think every business should have Strategy, Transformation, Customer Experience and Innovation cultures. That's why I mainly provide training, speaking and consultancy services in these areas. When I have time, I help businesses differentiate themselves by serving on their management/executive boards.
- I have shared my ideas with more than 200,000 people both in my trainings and at national and international conferences - I have been a speaker on various platforms; I have won various awards, and my articles and research have been recognized internationally.
- There are many projects I have done on Strategy Development, Customer Experience Management, Innovation Process, Product Development and Strategic Marketing. I always recommend "strategic positioning", "innovation" and "differentiation" to businesses. I am also known for my projects on CRM, Omnichannel structures, Customer experience and Technology marketing, and the use of social networks in B2B2C.

## 70% OF THE TOP 500 COMPANIES ARE MY CUSTOMERS - SOME OF MY TÜRKİYE REFERENCES...

THY, Dođuş Otomotiv, Arçelik, N11.com, Allianz Sigorta, Superonline, Halkbank, Danone, Turkcell, Coca Cola, Avea, Bilim İlaç, Dođadan, Penti, Migros, Finansinvest, Nestle Erikli Su, Yapı Kredi Bankası, Türk Telekom, Japan Tobacco International, Mercedes, Otokoç, Turkcell Teknoloji, Novartis, Nobel İlaç, IMMIB, Novo Nordisk, Bileşim., Türk Demirdöküm, KYSD, İTKIB, İşmont, Konyalı Grubu, Ford Otosan, Dođan Yayın Holding, Abalıođlu Holding, Bizimgaz, Rixos Grubu, Anadolu Hayat Emeklilik, e-bebek.com, Flo, Vestel, Kale Grubu, Çelik Çorap, GNC, YKM, Nacar, AON Sigorta, Boyner, Bernardo, Koçsystem, Denizbank, TMI, Arena Bilgisayar, Bizim Toplu Tüketim, Hürriyet Emlak, Estee Lauder Clinic, Oyak Holding, Bunge, Çırađan Kempinski, Unilever, Evyap, CallUs, Atılım Üniversitesi, Alstom, Total, DeFacto, Royal Halı, Pernod Ricard, Novartis, Koç Üniversitesi

## MY EDUCATION LIFE

Işık University, PhD	2008
Marmara University, MBA	1998
Istanbul Teknik University, I.S. Computer Engineer	1993