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PROFILE

Experienced individual with multi-level managerial background in modern business world, mostly focused on (but not limited to) automotive industry, a solid understanding of the manufacturer, retail, distributor, legal and social perspectives of today's modern economy.

EDUCATION

Bilkent University, 1993 Graduate

BA in Business Management.

WORK EXPERIENCE

Managing Partner | Arsan Consultancy

Jan 2012 - Present

Arsan Consultancy focuses on management consultancy, executive coaching and social media for business.

General Manager | Pancar Motor, Turkey

May 2009 - Jan 2012

Founded in 1956, Pancar Motor is the first government funded diesel engine manufacturer of Turkey. After being privatized in early 1980's and more than 50 years in business, the company's financial performance has degraded over the years, eventually facing a potential bankruptcy in early 2009. I accepted the position of General Manager in May 2009 during which the company was preparing for file for bankruptcy protection. We managed to turn things around in 2 years: We loss of the company went down by 42% (from 3.1 mio TL in 2009 to 1.8 mio TL in 2010) and we budgeted profit for 2011. However the major shareholder and the land owner of the company went into a long running legal dispute over the ownership of the factory land. Eventually the land owner won the legal case and forced Pancar Motor to stop production and move out of its premises. The legal case is still in progress but Pancar Motor is not functioning any more.

General Manager | Arkas Automotive, Turkey

May 2008 - January 2009

During the 2008 crisis, Arkas Group decided to restructure its automotive operation and made it an independant company, rather than a subsidiary of the Arkas Group. The presidency position was made redundant and I was appointed as General Manager. My responsibilities practically remained the same as per my previous role. When I left the company, Arkas Automotive's annual turnover was 26 mio USD and the company had budgeted for its first profit for 2009, its 4th year in business.

Vice President | Arkas Automotive, Turkey

February 2006 - May 2008

Having enough experience in the manufacturing side of the Auto industry, I moved to retail side with Arkas Automotive. Arkas group was the leading logistics company in Turkey and

wanted to invest in an alternative long-term business area, which they identified as Automotive. I worked as VP for 2 years, during which we signed dealership and authorized service station contracts with seven brands (Ford, Opel, Volvo, Citroen, Chevrolet, Renault Trucks and Peugeot). Arkas Group invested around 45 million USD in automotive retail business and became the first multi-brand dealership network in Turkey with 17 dealerships and 480 employees in less than three years.

Special Projects Manager (Sales & Marketing) | Ford Otosan, Turkey

June 2004 – December 2005

Coming back to Turkey, I was assigned the role of Special Projects Manager and worked on two major projects: Setting up Ford Turkey's second-hand (used car) business case, rolling this setup to all the dealerships and carrying out 6-Sigma projects for the Marketing & Sales departments (achieved Black-Belt status in 2005).

Marketing Manager (Commercial Vehicles) | Ford Europe, UK

January 2002 – June 2004

Ford Turkey's big success in making and selling commercial vehicles caught Ford of Europe's attention. My first overseas assignment as "Marketing Manager" for commercial vehicles was to support the Ford of Europe's commercial vehicles team to take advantage of this lower cost/higher margin product line. We launched the Turkish built "Transit Connect" in 19 European markets with much better profit margins than European average (12% vs 7% average margin for Ford's existing commercial vehicles). During my European assignment I continued my personal passion for motorsport by working on voluntary supporting roles on Ford Motor Company's motorsport effort in WRC (World Rally Championship) team.

Assistant to General Manager | Ford Turkey

March 2000 – January 2002

Ford Turkey and Ford Motor Company went into an equal share JV in 1997 and the new company received its first foreign CEO and General Manager (Mark Schulz) in February 2000. Having experience in both sales and after sales positions in Ford Turkey, I was assigned as "Assistant to GM" to support the expat general manager in managing his local role. We worked together for the duration of his position. My primary responsibility was preparing and moderating the Executive Board of Directors meetings and managing the launch process of Ford Turkey's new manufacturing plant in Kocaeli. This was the infamous post-earthquake period (the big earthquake in Golcuk -the home town of Ford's new plant- which killed 30,000 people) in Turkey. The new factory launch carried a highly political importance and the launch was considered a big success in Ford Europe. During this assignment, I also carried on managing Ford's motorsport team.

Brand Manager (Passenger Cars) | Ford Turkey September 1997 – March 2000

My longest running job in Ford Turkey, the Passenger Car Brand Manager was responsible for launching and managing the new generation Ford cars in Turkey. We managed to increase Ford's market share from 4.3% to 8.4% in two years in the car market. More importantly the positive trend in the market share proved to be sustainable: Ford brand increased its car share up to 11% in the following years, breaking an almost life-long bias of the dealership network that Ford was actually a commercial vehicles oriented brand in Turkey. During this position I also founded and managed Ford Motorsport Turkey team, which is now the longest running factory supported motorsport team in Turkey.

Zone Manager (Technical, Marmara) | Ford Turkey December 1996 – September 1997

Zone manager for the Marmara region, responsible for 19 dealership locations, the Technical Zone Manager is responsible for improving dealership service quality, standards conformity and profitability. My region achieved best customer satisfaction results within 6 regions in Turkey in 1997.

Service Engineer | Ford Turkey

May 1996 – December 1996

Started my 10 year long Ford career with a service engineer position that handles customer complaints that could not be resolved with dealership resources.

Manager (AMS – Akara Motor Sporları) | Self Employed (Founder) September 1994 – November 1995

My first entrepreneurial attempt was targeted for motorsport business. We signed distributorship contracts for 3 specialist performance products. It did not end well due to partnership problems.

Service Manager (Opel Dealership in Ankara) | Şahin Petrol February 1993 – September 1994

First job after university, I managed a small authorized Opel service station that served average of 35 vehicles/day.

PROFESSIONAL SKILLS

- ➔ Strong focus on integration (of individuals to corporations, corporations to objectives)
- ➔ Strong inter-personal communication and leadership skills
- ➔ Capable and comfortable in working in high stress, target oriented environments
- ➔ Strong believer in life-long learning
- ➔ Eager to meet (and exceed) personal and corporate targets.

PERSONAL SKILLS & ACTIVITIES

- ➔ **Creator and Author** of the column “Otomotiv Karnesi” (www.otomotivkarnesi.com), published in many different mediums: Hürriyet between May 2003 – July 2004 and Autocar Magazine since (first issue) 2005 September
- ➔ On-going personal **motorsport involvement** (intensive sporting career between 1992 – 1996, moved to managerial side thereafter)
- ➔ Advanced **Scuba Diver**
- ➔ Semi-Professional level **photography**