

GUNES MUFTUOGLU

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With over 17 years of experience in tourism and FMCG industries, I am a channel lead who delivers results and builds solid relationships with key accounts. As the channel lead for pubs at Heinz, I manage the foodservice sales of major pub chains and wholesalers in the UK, overseeing the full P&L and D&A responsibility, joint business planning, trade marketing, and forecast process.

I have a strong background in CRM, market research, field sales, and telesales, as well as in-depth knowledge of FMCG, HoReCa, and Away from Home (AFH) business markets. I have successfully implemented business development projects, NPD listings, and promotions for various customers and segments, increasing volume, revenue, and market share. I am passionate about developing and executing effective marketing strategies that align with the company's vision and goals.

EXPERIENCE

APRIL 2022 – ...

CHANNEL LEAD – PUBS, THE KRAFT HEINZ COMPANY, LONDON, UK

Responsible for Foodservice Sales of JD Wetherspoon's, Greene King, Whitbread, Marston's, Mitchells & Butlers, Star Pubs, Stonegate, Young's, Fuller's, Shepherd Neame, Mc Mullen's, Thwaites, and JW Lees in the UK with 1 direct report.

Managing the relations with Head Office; Tracking customer business performance and volume via Joint Business Plans; Full P&L responsibility with £30M NSV and D&A management; Establishing business development projects and culinary days, NPD listings and trade marketing promotions & programs; Managing the forecast process with the supply chain; Identifying new opportunities with both National and Regional Wholesalers.

Key Achievements

- Growing the business by +57% in NSV, +25% in Kg YoY.

JANUARY 2022 – MARCH 2022

NATIONAL ACCOUNT MANAGER, THE KRAFT HEINZ COMPANY, LONDON, UK

Responsible for Foodservice Sales of Unitas, Confex, Fairway, Q Partnership, and Independent Wholesale (JJ Foodservice, T Quality, Kwan Yick, Westmill) in the UK Region with 4 direct reports (3rd Party Telesales Team)

Managing the relations with Head Office; Identifying regional and customer segment opportunities; Tracking wholesaler business performance and volume via Joint Business Plans; Organizing Field Sales and Telesales activities with wholesalers; Full P&L responsibility with £30M NSV and D&A management; Establishing business development projects and trade marketing promotions & programs; Managing the forecast process with the supply chain.

Key Achievements

- Confex Foodservice Supplier of the Month for April 2022 Award (for Q1 performance and digital marketing activity)

- Leadership Award April 2022 Kraft Heinz UK&I

MARCH 2021 – DECEMBER 2021

INTERIM CHANNEL CONTROLLER, THE KRAFT HEINZ COMPANY, LONDON, UK

Responsible for Foodservice Sales of all Buying Groups (Unitas, Confex, Fairway, CRG, Country Range, Sterling, Q Partnership) and Independent Wholesale (JJ Foodservice, T Quality, Kwan Yick, Westmill, Vestey, Nutshell) in the UK Region with 6 direct reports (2 NAM's and 4 Telesales Team – 3rd Party) while double hatting for 10 months.

Managing the relations with Head Office; Identifying regional and customer segment opportunities; Tracking wholesaler business performance and volume via Joint Business Plans; Organizing Field Sales and Telesales activities with wholesalers; Full P&L responsibility with £50M NSV and D&A management; Establishing business development projects and trade marketing promotions & programs; Managing the forecast process with the supply chain.

Key Achievements

- Confex Foodservice Supplier of the Month for June 2021 Award

- Confex Foodservice Supplier of the Year 2021 Award

- Values Award July 2021 Kraft Heinz UK&I

JUNE 2018 – FEBRUARY 2021

NATIONAL ACCOUNT MANAGER, THE KRAFT HEINZ COMPANY, LONDON, UK

Responsible for Foodservice Sales of Unitas, Fairway, Q Partnership, and Independent Wholesale (JJ Foodservice, T Quality) in the UK Region with 4 direct reports (3rd Party Telesales Team)

Managing the relations with Head Office; Identifying regional and customer segment opportunities; Tracking wholesaler business performance and volume via Joint Business Plans; Organizing Field Sales and Telesales activities with wholesalers; Full P&L responsibility with £20M NSV and D&A management; Establishing business development projects and trade marketing promotions & programs; Managing the forecast process with the supply chain.

Key Achievements

- Fish & Chip Shop & Kebab Shop Field Sales Activity in Seaside Towns in the UK - Summer 2020 with Flexforce

MAY 2016 – MAY 2018

ASST. AWAY FROM HOME MANAGER, THE KRAFT HEINZ COMPANY, ISTANBUL, TR

Responsible for Away from Home (AFH) Sales of Turkey Region via National Distributors.

Identifying regional and customer segment opportunities; Tracking distributor & sub-distributor business performance and volume; Full P&L and Fund Management responsibility; Developing the distribution by utilizing distributor sales teams; Supporting distributors sales teams with OJT (On-the-Job Training); Organizing Field Sales and Telesales activities with distributor & sub-distributor

network; Establishing business development projects and trade marketing programs; Organizing S&OP (Sales & Operations Planning) process with Supply Chain.

Managing the relations in all channels National Accounts (D-ream Group, Happy Moon's, Kirinti, Simit Sarayi, Emirgan Sutis, Saray Muhallebici); Pubs & Bars & Burger Houses (Hayal Kahvesi, Ayi, Zeplin, Big Baker, Burger Station, Hop Daddy Burger, Kev); Catering Accounts (BTA, Compass-Sofra, Sodexo, APlus); QSR (Carl's Jr); both International & National Hotel Chains.

NOVEMBER 2011 – APRIL 2016

KEY ACCOUNT BUSINESS DEVELOPMENT EXECUTIVE, COCA-COLA ICECEK, ISTANBUL, TURKIYE

Key Accounts Business Development Executive between March 2015 and May 2016 | Istanbul, Turkey

Key Accounts Business Development Executive responsible from Catering and Corporate Accounts in @ Work Channel at Istanbul HQ with managing Turkey region operation with more than 1.000 projects; following the operation with 30 distributors across Turkey; making the agreements with Key Accounts (Compass - Sofra; ISS; Sodexo; APlus - Acibadem Hospitals; Futas; Yemekhane; Pariltim; Akkol - Turk Telekom; Turkcell; British American Tobacco); product penetration; efficient mix management; JBP (Joint Business Plan) with Key Accounts and full P&L responsibility with 52M TL (£13M) Gross Revenue per year.

Following sales volume in all categories (Sparkling; Still; Juice; Water; Tea) including HOD; Vending and Coffee.

Best Practices

- Picos @ Work Channel
- Re-launching CC Pet 200 ml in catering accounts (Vestel Factory - Manisa)

Key Account Executive between December 2012 and March 2015 | Antalya, Turkey

Key Account Executive responsible from Group Hotels at Antalya Sales Center. Responsible from Aegean and Mediterranean Region operation with more than 100 group hotels; following the operation with 13 distributors across the region; making the agreements with Key Accounts (Rixos; Voyage; Limak; Robinson; Tui Hotels; Iberotel; Titanic; Kaya; Gloria; ASKA); product penetration; efficient mix management; JBP (Joint Business Plan) with Key Accounts and full P&L responsibility with 33,5M TL (£9M) Gross Revenue per year.

Best Practices

- Rixos Premium Belek Bottle Concept - RB 250 ml in all outlets
- Minibar Projects - Rixos & Limak Hotels
- Coke & Cocktails Trainings with Tolga Germiyanoglu
- Coke & Cocktails Mobile Unit

Following sales volume in all categories (Sparkling; Still; Juice; Water; Tea).

Sales Developer between November 2011 and December 2012 | Antalya, Turkey

Responsible from Distributor Sales in Traditional Channel at Antalya Sales Center.

Following RTM (Route to Market), RED (Right Execution Daily), product penetration, market share, sales and team development of the responsible region.

Responsible from more than 2.000 traditional and on premise C2DE profile customers in Antalya city center with 15 preseller.

JUNE 2011 – OCTOBER 2011

GROUP & INCENTIVE SALES MANAGER, RIXOS SUNGATE HOTEL, ANTALYA, TURKIYE

Worked as *Group & Incentive Sales Manager* of Rixos Sungate Hotel with 2 direct reports. Following the operation and coordinating the department. Making sales calls to potential MICE (Meeting, Incentive, Congress & Event) and corporate accounts. Rixos Sungate Hotel has a total of 1.094 room capacity and 20.000 m2 meeting room space.

JANUARY 2009 – JUNE 2011

SALES & MARKETING MANAGER, BARCELO HOTELS & RESORTS, ANKARA, TURKIYE

Worked as *Sales Manager* of Barceló Ankara Altinel between March 2010 and June 2011 in Ankara with 3 direct reports. Following the operation and coordinating the department. Making sales calls to potential corporate accounts and travel agencies. Organizing the refurbishment and the renovation of the hotel.

Worked as *MeetBarceló MICE (Meeting, Incentive, Congress & Event) Sales Manager* between January 2009 and March 2010 in Istanbul.

Making the workflow through more than 180 Barceló Hotels & Resorts in the Turkey Market. Directing RFP (Request for Proposal)'s to the hotels. Making the communication, brand awareness, advertising of the MeetBarceló Department and Barceló chain to the agencies and the corporate accounts with sales calls and workshops. Making the weekly and monthly reports to the regional sales directors about the market and the targets. Organizing FamTrips, participating in local and international fairs and exhibitions.

JUNE 2004 – FEBRUARY 2008

GROUP SALES EXECUTIVE, WORLD OF WONDERS HOTELS, ISTANBUL, TURKIYE

Worked as *Group & Incentive Sales Executive* between August 2006 and February 2008 in Istanbul. Responding the RFP (Request for Proposal)'s, making the communication with the agencies and the companies. Making sales calls about the RFP (Request for Proposal)'s. Taking care of the contracts, the details of the event and finalizing the event.

Worked as *Management Trainee* between June 2004 and August 2006 in Antalya; WoW Kiris Resort and WoW Kremlin Palace.

Under the management trainee program, the candidate worked in all departments such as Front Office, Technical Service, Food & Beverage, and Sales with a responsibility of department assistant manager. Through the program the candidate wrote a report to the HR Director about the department that he worked. During the program the candidate worked in Holiday Inn Mannheim City Center Hotel in Germany for 3 months with assistance of EU Leonardo Da Vinci program.

EDUCATION

JUNE 2009

STRATEGIC MARKETING AND BRAND MANAGEMENT MBA PROGRAM,
BAHCESEHIR UNIVERSITY

JUNE 2003

TOURISM MANAGEMENT, BASKENT UNIVERSITY

PUBLICATIONS

The Concept of Congress Tourism for Istanbul Destination and Its Future

June 21, 2009

Authors: Gunes Muftuoglu

This paper defines the concept of Congress Tourism and its status in the world and in Istanbul and examines its trends. It explains Congress Tourism based on existing literature and indicates the criteria of destination selection process. This paper also explains Istanbul's supply opportunities, the functions and duties of Istanbul Convention and Visitors Bureau. Furthermore, alternative practices that will put forward Istanbul in destination selection process is emphasized.

Keywords: Productivity, Synergy, Differentiation, Branding

Tourism of Turkey after the 2nd Gulf War

June 21, 2003

Authors: Gunes Muftuoglu

INTERESTS

Rowing, Snowboarding, Books, Movies.