

# ORAL BARKAY

Eğitmen

## OBJECTIVE

Helping companies on banking and telecommunication related areas with the vast amount of expertise gained from the projects mentioned below.

## EDUCATION

- 1993 --- 1995**      **Yıldız Technical University --- İSTANBUL**  
Institute of Science  
Master of Science – Mechanical Engineering --- Production
- 1988 --- 1992**      **Yıldız Technical University --- İSTANBUL**  
Faculty of Engineering  
Bachelor of Science – Mechanical Engineering
- 1984 --- 1988**      **Middle East High School --- İSTANBUL**

## EXPERIENCE

- Aug 2009 – present**      **Consultant / Trainer**  
Consultancy and training projects attached to the end
- Dec 1999 --- Aug 2009**      **E-Kart Elektronik Kart Sistemleri San. Ve Tic. A.Ş.**  
**Marketing and Sales Manager**
- Reporting to the General Manager.
  - In charge of the whole Sales and Marketing activities inside and outside Turkey, including all card operators.
  - Designed the factory and supervised the
  - Chosen and installed the machinery.
  - Received all security certifications from MasterCard, Visa and GSM association.
  - Determined the strategies for the establishment of E-
  - From start-up until 2009 the company has reached 26.5 million Euros of turnover.
  - Acquired all major credit card issuers in Turkey as customers. (Akbank, Garanti Bankası, İş Bankası, Bank, ING Bank,....etc)
  - Acquired the biggest GSM operator in Turkey as



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subsidiaries in Ukraine, Kazakhstan, Azerbaijan, Moldova and Georgia as customers from start-up. ( Turkcell, Kcell, GeoCell, Moldcell, Life....etc)

**May 1998 --- Dec 1999**

**ITD A.Ş.**

**Account Manager**

- Responsible sales person for the major card issuer banks in Turkey on POS, IVR, call center solution sales.
- Annual individual sales volume of more than 5 million dollars

**Sep 1996- May 1997**

**ANADOLU DÖKÜM SANAYİ (MASTERS THESIS)**

**ISO 9000 Quality systems rep**

- Developed and certified the company on ISO 9000 system
- Developed and managed the order process sequencing software

**Dec 1995 – Sep 1996**

**Kart – SİS A.Ş.**

**Sales Manager**

- Reporting to the General Manager
- Responsible sales person for all the Turkish banks on Datacard personalization machines and Bell and Howell mailing systems.
- Recognized as the distributor of the year due to sales performance by Bell and Howell in 1996

**Dec 1990 – Dec 1995**

**PAN AMERICAN / DELTA Airlines**

**Security officer / Operations rep.**

- Responsible for the security of the airplane. This includes x-ray'ing the baggages, interviewing the customers,
- Responsible for the flight load planning and balance planning of the airplane.
- Responsible for the first level maintenance operations of the airplane.

## **ACTIVITIES & AWARDS**

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- Eczacıbaşı Fusion Marketer of the year award 2008
- Eczacıbaşı Executive Assessment program graduate 2008
- Distributor of the year --- Bell and Howell 1996
- Second distributor of the year – Datacard 1996

## **LANGUAGES**

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English (Fluent), German (Intermediate), Russian (Beginner)

## **TRAININGS ATTENDED**

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- *Eczacıbaşı Leadership Assesment Program/2006-2008*
- *Emotional Intelligence – Claus Moller Consulting/2008*
- *Management Skills – Claus Moller Consulting./2008*
- *Personal Quality – Claus Moller Consulting/2008*
- *Accounting For The Non Financed Based Managers / 2008*
- *Management Skills – Yes Consultraining/2007*
- *Proficency Based Interview Techniques – Mct / 2006*
- *Negotiation Skills – Mct /2006*
- *Effective Team Management – Baltas /2006*
- *Strategic Leadership – Mct/2006*
- *Strategic Marketing – Mct /2006*
- *Effective People Management – Mct /2006*
- *Presentation Skills – Mc/2006*
- *Team Creation And Development – Baltas/2006*
- *Power Base Selling – Holdan Corporation/1999*
- *Business As Unusual- Mergers And Acquisitions – Delta Airlines*
- *Aviation Safety Training – Icts*
- *Operations Training – Delta Airlines*
- *Airplane Type Trainings – Delta Airlines*

## PROJECTS

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- *EMV Migration projects of major banks in Turkey. Akbank, Isbank, Garanti Bank, Denizbank, Finansbank, TEB, Şekerbank*
  - *During the EMV migration projects in Turkey as being the card manufacturer side contributed to the successful migration projects.*
  - *Participated in the Visa/Mastercard migration phase studies*
  - *Host side and transaction side implementation project*
  - *POS terminal software development guidelines*
  - *Level 2 kernel development projects*
  - *Card file system infrastructure and multi application card development projects.*
  
- *Loyalty system architecture of major banks in Turkey*
  - *Participated in the Welcome Real Time loyalty implementation in Akbank Axxess loyalty Scheme*
  - *Participated in Garanti BONUS loyalty scheme implementation*
  - *Participated in Garanti BONUS merchant side architecture implementation*
  - *Developed card based loyalty scheme for Finansbank*
  
- *Establishment of payment networks with POS and concentration devices*
  - *Designed and implemented a transaction architecture of local POS networks for major banks in Turkey*
    - *POS transaction network design*
    - *Terminal selection*
    - *Concentrator selection*
    - *Terminal management system implementation.*
  
- *Call Center solution sales, consultancy and implementation for banking and Telecom sector.*
  - *Consulted major banks of Turkey for the implementation of their call center projects.*
    - *Selection of Call center switch systems*
    - *Selection and implementation of call center software solutions*
    - *Selection and implementation of operator comfort systems and*

*working environment, acoustics, break facilities, trainings of operators.*

- *Credit card personalization and statement mailing systems*
  - *Consulted major banks regarding their credit and debit card personalisation projects.*
    - *Selection of personalization equipment.*
    - *Implementation of data transfer from host*
    - *Certification of Visa and Mastercard schemes.*
    - *Implementation of Smart Card personalization software integration.*
    - *Implementation of statement mailing systems, selection of equipment, sales and installation of Bell and Howell systems.*
- *Establishment of Turkey's first secure building for card manufacturing and personalization*
  - *Designing the secure building according to Visa and Mastercard specs.*
  - *Selection of production equipment*
  - *Selection and implementation of security equipment.*
  - *Visa/Mastercard/GSM Association security certifications*
  - *ISO 9001 quality system development*
  - *ISO 27001 Information security certification*
- *Electronic contactless base toll collection system of Turkish highways and bridges.*
  - *Strengthened contactless based prepaid toll collection system design manufactured by a Turkish company.*
- *SIM card application design and implementation projects*
  - *Designed and produced SIM cards for Life in Ukraine*
  - *Designed and produced cards for GEOCELL in Georgia.*
  - *Designed and produced cards for AZERCELL in Azerbaijan.*
  - *Designed and produced cards for MOLDCELL in Moldova.*
  - *Designed and produced cards for TURKCELL in Turkey.*
  - *Implementation of Mobile healthcare scheme as a VAS service for operators.*
  - *Design and production of customer packages for mobile operator SIM cards.*
  - *Consultancy on SIM card storage and logistics systems for mobile operators*

*for trace and track of SIM cards.*

- *Consultancy on handling very big databases and indexing and search related schemes*
  
- *Search engine projects*
  
- *Consultancy based sales training*
  
- *Mobile payment scheme projects VENYON*
  
- *BKM switch operations.*

## **CONSULTANCY**

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### **SAFTAŞ A.Ş.**

- *Product development consultancy for the countries first local Social Media Analysis and Reporting tool.*
- *Consultancy on sales to Doğuş Medya grubu, Limak, PepsiCo.*
- *Currently practicing the sales of the product*

### **ABCARD**

- *Management consultancy on restructuring the production*
- *Sales consultancy for the former CIS countries on SIMcards*
- *Management Consultancy on merger with Saudi Arabian production company*

### **ALTAN HİDROLİK**

- *Management consultancy on restructuring the organization*
- *Developing the sales strategy*
- *Developing sales campaigns*
- *Intra departmental coordination*
- *Strategic business planning*
- *Sales force alignment*

### **HENGBAO --- CHINA**

- *Strategic partnership agreements in Turkey*
- *Management consultancy on entering the local market in Turkey*
- *Sales for the SIM cards abroad*

### **MAPIKART**

- *Visa and Mastercard security certifications for production*
- *Organizational development*
- *Sales consultancy for the establishment of the new brand*

### **REVOLUTION SIMPRODUCTS – FRANCE**

- *Production Consultancy on building flight simulators*
- *Sales of the produced products in Turkey*

### **TKART**

- *Visa and Mastercard security certifications for production*
- *Organizational development*
- *Sales consultancy for the establishment of the new brand*
- *Establishment of company ERP system*
- *Strategic business planning*

## **TRAININGS FACILITATED**

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*ALTAN HİDROLİK – Sales Pilots, Leadership*

*TKART – Sales Pilots, Leadership*