

BARIS KOCABAS

Sales & Operation Manager

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🌐 <https://www.linkedin.com/in/baris-kocabas/> 📍 Ottawa, ON

SUMMARY

Sales and Operation Manager with 15+ years of experience in managing CPG teams, driving sales growth, optimizing route to market and supply chain processes. Expert in strategic planning, customer relationship management, and negotiation, with a track record of exceeding sales targets and improving customer satisfaction. Seeking position at a company focused on delivering exceptional results through effective team management and continuous improvement initiatives.

EXPERIENCE

Account Executive

Optiyol | AI for Transportation · Self-employed

📅 11/2023 📍 Ottawa, ON, Canada

- Route optimization-SaaS Sales

Operation Manager II

Amazon

📅 07/2021 - 11/2023 📍 Ottawa, ON, Canada

- Managing up to 50 Associates, #1 ShipDock Team, bar raiser of all NA Gen 11 Fulfillment Centers
- Led the Ship Dock Launch Playbook Project for first Amazon Robotic FC in Canada as a Ship Dock AM
- By implementing new standard work forecasting tool (foresight) and sort allocation at Container Management, 0.08% recirculation achieved at Cyber Monday, target was 5%
- Planning daily volume, dock headcount and delivering smiles without safety incidents
- One of the top performer team at DEA (Delivery Estimate Accuracy) Less than 30 bps per week
- Created SOP during the Fulfillment center launch
- Analyzed DEA data in Excel and shared the report with senior management weekly
- Coached two direct reports, assigned projects and did 1:1 monthly
- Trained team for implementing new SOPs

Client Account Specialist

Rogers Communications

📅 01/2018 - 07/2021 📍 Ottawa, ON, Canada

- Supervised and expanded the customer base in assigned territories within the Ottawa region
- Analyzed competitors' services and customers' needs to develop action plans
- Established an accurate customer pipeline with Salesforce implementation
- Ensured to close sales cycle internally by following all aspects of the customers' orders
- Realized **199%** of the sales target in 2018 and **111%** in 2019

Regional Manager

Yontem Cosmetics-CPG

📅 02/2016 - 10/2017 📍 Istanbul, Turkey

- Responsible for retail and perfumery channel distribution of P&G, Coty, and Reckitt Benckiser
- Managed the inventory and payment of key accounts, wholesalers, and distributors
- Led and coached a team of 9 account managers
- Accomplished the company's **highest monthly sales** revenue in February and April 2017

Regional Manager

GlaxoSmithKline Inc.-Consumer Healthcare-CPG

📅 08/2012 - 08/2015 📍 Istanbul, Turkey

- Oversaw trade funds of the biggest region, 25% of company revenue (10 Million CAD)
- Negotiated and established an annual joint business plan with national key accounts
- Led and coached the team of 5 account executives, 7 sales representatives, and 15 merchandisers as well as a distributors' sales team
- Planned demand for new listings, product launching, and sales execution
- Realized YOY revenue growth of **50%** in 2013, followed by **45%** in 2014 by changing route to market model after deep diving AC Nielsen data and focusing independent supermarkets with Van Gogh Project. By altering the route to market model, investing independent supermarkets improved AC Nielsen weighted distribution from **90%** to **95%**

EXPERIENCE

Key Account Manager

Henkel-Consumer Goods-CPG

📅 12/2010 - 07/2012 📍 Istanbul,Turkey

- Managed sales and trade budget for top five key account chains
 - Negotiated annual commercial agreements, promotion calendars, and pricing
 - Organized new listings, product launching, and sales execution plans
 - Regained the trust of revenue declining accounts by closely monitoring internal process and convinced them to execute tailor made activities
 - My region growth was **%52** and honored as Best Customer Management reward in Henkel
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Customer Service Executive

Danone Dairy-CPG

📅 03/2010 - 12/2010 📍 Istanbul,Turkey

- Coordinated daily demand distribution for national retailers
 - Reported daily stock out performance with the executive management team
 - Created a daily out of stock (OOS) report per SKU at SQL for the biggest nationwide account, Migros
 - Found out stock availability growth at OOS report, increased on shelf stock availability by Danette mix box project from **%85 to %90** with production team
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Distributor Manager

Kraft Foods-CPG

📅 12/2006 - 12/2009 📍 Istanbul,Turkey

- Led a team of 5 sales representatives, merchandisers' supervisors and 21 merchandisers
 - Negotiated annual commercial agreements, promotion calendars and pricing for 35 accounts
 - Managed the inventory and payment of distributor
 - Sales growth achieved over market rate YOY, **39%** in 2007, **26%** in 2008, **44%** in 2009 by changing route to market model from territory to account management
 - Salty snacks market share improved from **%15 to %20** by field execution project in 2008. Executed at 11 key accounts
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Dealer Sales Regional Coordinator

TOYOTA TURKEY- AUTOMOTIVE

📅 04/2004 - 12/2006 📍 Istanbul,Turkey

- Regional Coordinator of Used Cars at Toyota Dealers
 - Established used car organization called TAKAS under Toyota Dealers.Used car unit sales and profit increased by **%20**
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EDUCATION

Bachelor of Civil Engineering

Bogazici University -Istanbul, Turkey

📅 06/2000

CERTIFICATION

Amazon Lean Six Sigma Yellow Belt Certificate

AWARDS

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| ✓ Rogers Communications - Best Performer in 2019 | ✓ GlaxoSmithKline Inc. - Best Performing Region Manager in 2013 and 2014 | ✓ Henkel - Best Customer Management in 2011 |
| ✓ Kraft Foods - Best Salesman Award in 2008 | ✓ Kraft Foods EEMA Above and Beyond the Call of Duty Award in Salted Snacks in 2008 | |
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SKILLS

Advance EXCEL	Powerpoint	SQL	Hubspot	WMS	TMS	B2B Sales	SaaS Sales	SAP
Chime	SalesForce	Slack	Zoom	ERP	Supply Chain Management	Vendor Management	KPI	
Playbook	P&L	CPG	Continuous Improvement	Negotiation	Route Optimization			
Microsoft Office	CRM	Lead Generation	Cost Analysis	Business Development	People Management			