

# BARIS KOCABAS

## Sales & Operation Manager

📞 613 7096038

✉️ kocabas1977@yahoo.com

🌐 <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
- Managed the launch of the Ship Dock Playbook Project for the first Amazon Robotic FC in Canada, overseeing all aspects of the project.
- By implementing new standard work forecasting tool (foresight) and sort allocation at Container Management, 0.08% recirculation achieved at Cyber Monday, target was 5%
- Planned daily volume and dock headcount, resulting in zero safety incidents and high customer satisfaction
- One of the top performer team at DEA (Delivery Estimate Accuracy) Less than 30 bps per week
- Created Standard Operating Procedures (SOPs) during the Fulfillment Center launch, ensuring smooth operations
- Analyzed DEA data in Excel and shared weekly reports with senior management, providing valuable insights
- Coached two direct reports, assigned projects and did 1:1 monthly
- Trained the team on implementing new SOPs, improving efficiency and productivity.

---

### 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, increasing market share by 10%
- Analyzed competitors' services and customers' needs to develop action plans, resulting in improved customer satisfaction
- Established an accurate customer pipeline with Salesforce implementation, increasing visibility and sales forecasting accuracy by 35%
- Ensured to close sales cycle internally by following all aspects of the customers' orders, reducing order processing time by 10%
- 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

## EXPERIENCE

---

### 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, increasing sales volume by 15%.
- 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, ensuring successful market entry
- 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%**

---

### Key Account Manager

#### Henkel-Consumer Goods-CPG

📅 12/2010 - 07/2012 📍 Istanbul,Turkey

- Managed sales and trade budget for top five key account chains, optimizing resource allocation and maximizing ROI
- Negotiated annual commercial agreements, promotion calendars, and pricing, ensuring profitable partnerships
- Organized new listings, product launching, and sales execution plans, resulting in increased market penetration
- Regained the trust of revenue declining accounts by closely monitoring internal processes and implementing tailored activities, resulting in %52 revenue growth.
- My region growth was **%52** and honored as Best Customer Management reward in Henkel

---

### Customer Service Executive

#### Danone Dairy-CPG

📅 03/2010 - 12/2010 📍 Istanbul,Turkey

- Coordinated daily demand distribution for national retailers, ensuring timely and efficient delivery
- Reported daily stock out performance to the executive management team, facilitating proactive inventory management
- Created a daily out of stock (OOS) report per SKU using SQL for the biggest nationwide account, Migros, improving inventory control
- 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

---

### 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 distributors, ensuring smooth supply chain operations
- 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

---

### Dealer Sales Regional Coordinator

#### TOYOTA TURKEY- AUTOMOTIVE

📅 04/2004 - 12/2006 📍 Istanbul,Turkey

- Regional Coordinator of Used Cars at Toyota Dealers
- Established and led a used car organization called TAKAS under Toyota Dealers, expanding the business and increasing revenue by **%20**

## EDUCATION

---

### Bachelor of Civil Engineering

#### Bogazici University -Istanbul, Turkey

📅 06/2000

## CERTIFICATION

---

#### Amazon Lean Six Sigma Yellow Belt Certificate

## AWARDS

---

✓ 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

## 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