

ALI SAFAK AKMIL

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Global Sourcing & Marketing Manager

Global Sourcing & Marketing Manager with over 20 years of extensive expertise in the petrochemical industry, driving strategic initiatives and international growth. Proficient in Six Sigma, MRP and analytics, with a proven track record of leading teams to achieve significant production capacities and global market expansion. Demonstrates strong leadership and innovative problem-solving skills, committed to developing and executing effective worldwide marketing and commercial strategies.

SKILLS

- Leadership, Project Mgmt.
- Sales and Export Management
- Results and Action-Oriented
- Delegation & Mentoring Mgmt.
- SKUs Ratio. & Profitability
- Analytics and Risk Mgmt.
- Decision-making and Delegation
- Aerospace
- APICS
- SAP, ERP, MRP knowledge
- Quality Controls & Safety Mgmt.
- ROI Analysis & Profitability
- Team leadership and team Spirit
- Negotiation
- Supply Chain & Logistics
- Manufacturing
- Advertising & Sales Promotion
- Segment Strategy planning
- Six Sigma
- Integrity and Accountability
- High Technical Knowledge

PROFESSIONAL EXPERIENCE

LUBE OIL CONSULTANT

MARIE RIZZI CONS. (Government Tenders)

Mar 2018-Present
Hamilton, Canada

- Partnered with a global petrochemical lubricant company in Ontario with the goal of delivering bulk fluids
- Recruited, hired, and mentored team members to achieve a production capacity as per tender requirements
- Led blending, production, filling, packaging, delivery in Quality Control Management
- Led the identification & sourcing of suppliers to satisfy production and/or aftermarket requirements.
- Created Blending Formulas and offered design branding and advice for the new Canadian market

GENERAL MANAGER

SEAHORSE PETROCHEMICAL LUBRICANT COMPANY

Dec 1996 - Dec 2017
Istanbul, Turkey

- Directed operations, production, segment marketing, business strategy, RD, and TQM with labor resources.
- Built a global petrochemical lubricant company on \$200M annual sales with annual exports of \$75M to 85 different countries.
- Recruited, hired, and mentored 165 team members to achieve a production capacity of 120K tons yearly.
- Led blending, production, filling, packaging, and delivery in quality control of 300 distinct lubricant products.
- Steered CRM Sales Force to 1,000 national clients, 15 local sub-distributors, and 85 distributors globally.
- Controlled purchasing and procurement of bulk raw materials, SKUs ratio. and inventory management.
- Evaluated and recruited vendors and suppliers and negotiated contracts to secure production resources.
- Consulted PSO changes on the packaging, labeling, distribution, and shipping to facilitate client deliveries.
- Worked closely with subject matter experts in R & D to introduce new products and segment strategies.
- Achieved business ranking as a Top 500 Company for six consecutive years from 2009 to 2015.
- Exhibited at Oil and Lubricant conferences and Recognized as the largest Turkish exporter with exports to 85 different countries with more than 100 exhibitions around the world.
- Conducted ROI analysis and designated Top Producer in Sales with an annual volume of 120K tons.
- Mentored and coached Supplier Managers to grow and be effective in their role, and assist them in solving day to day problems and roadblocks with internal and external suppliers.

EXECUTIVE MANAGER & CEO

Sep 1987 – Dec 1996

MOBIL OIL TURKEY FUEL & LUBE COMPANY*Istanbul, Turkey*

- Directed various business units and executed key marketing activities including Fuel and Lube Sales Area Manager, Planning and Pricing Coordinator, and Advertising and Sales promotion Coordinator.
- Attended and engaged with clients at various motorsport activities across Europe and Turkey including the Grand Prix from 1994 to 1996.
- Led business operations, strategic planning, pricing, advertising, and sales promotions for fuel and lube business units on a \$5M budget with \$40M in sales.
- Steered sales, marketing, and promotions, in collaboration with an advertising agency, in the launch of two new lubricant products including new packaging and labeling requirements
- Developed and executed segment strategies to target value-driven customer segments in new key markets.
- Conducted ROI analysis of new projects in collaboration with Marketing advertising and sales promotion
- Optimized and realized the product line budget and growth strategy within top-line revenue growth
- Prepared and conducted training sessions webinars and exhibition tradeshow
- Coordinated PSO changes, executed SKU marketing budget and annual planning process

EDUCATION, TRAINING

- **Mech. Eng. & Tribology** , *Middle East Technical University METU (ODTU)* *Turkey June 1986*
- **Advertising and Sales Promotion**, *Training, London* *Sep 1992 -Dec 1996*
- **Technical, Marketing**, *Training, London* *Dec 1992 –June 2015*
- **ISO 9001**, *Training Certificate TSE* *June 2001-June 2015*
- **ISO 14001**, *Certificate TSE* *Aug 2001-June 2015*
- **WHMIS (Worker Health & Safety Certificate)**, *Ministry of Labor, Training and Skills* *June 2022*
- **Supply Chain & Logistics**, *National Academy, Anderson College Mississauga-Canada* *Sep 2018-Nov 2019*
- **CIFFA (Export, Import, Int. trans. Certificate)** *National Academy, Mississauga-Canada* *Sep 2018-Nov 2019*
- **OSLT (Occupation Specific Language Training)** *Sheridan College Oakville- Canada* *Sep 2018*
- **GBC (Global Business Certificate)** *NCP (New Comers Peel) Mississauga-Canada* *Nov 2018*

HONORS, AWARDS, CREDENTIALS & AFFILIATIONS

- **“Top 500 Company”** for 6 Consecutive Years (2009-2015)
- **Largest Turkish Exporter** (with Exports Destined to 85 Different Counties Globally) 2009-2015
- **The designer of “The Biggest Smart Mega Plant Plus”** Investment Project in the World 2015
- **“Top Producer in Sales Category”** (Volume of 120.000 tons/year) 2011-2015
- **“Number 1 Company in Export Sales Award”** Turkey 2008 – 2015
- **“Best Design Award” in 1 Lt Package**, Turkey 2013
- **Rotary Club & Industrial Zone** Turkey, President (2008 – 2009 & 2003 – 2006)
- **ICIS and Argus Base Oil Conferences**, London, Dubai, Singapore, Cape Town 2008 – 2014
- **Paul Harris Fellowship Award**, Turkey 2009
- **Motorsport Activities in Europe & in Turkey Including Grand Prix**, 1994-1996
- **Oil, Fuels & Lubricant Exhibitions in 100+ Countries**, 2001-2015