



**BARAN BARIŞ**  
Electrical Engineer, MBA

*I would like to continue my career as a team member who can analytically analyze the needs, current problems and desires of corporate clients and design effective technical solutions with engineering methods. Technical sales, sales business development, strategic planning, strategic marketing, brand management and decision making are the subjects that I take care to develop myself in both my ongoing academic and professional career. Thank you for taking time to read my cover letter and review my CV. I am looking forward to receiving positive news from you and eager to be a member of your family.*

## Personal

- 1990, İzmir
- Levent, İstanbul
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- B, 2009
- <https://www.linkedin.com/in/bb-kam/>

## Academic

- İstanbul Technical University  
Electrical Engineering,  
2010-2016, 2.25/4.00
- Bahçeşehir University  
Master of Business Administration,  
2018-2020, 3.50/4.00
- VPA, Bilgi University  
Leadership and Change Management,  
2018-2019

## Foreign Language

- English ●●●●●●●●
- German ●●●●●●●●

## Programs

- Office ●●●●●●●●
- SAP ●●●●●●●●
- MsProject ●●●●●●●●
- Visio ●●●●●●●●
- AutoCad ●●●●●●●●
- Dialux ●●●●●●●●
- Photoshop ●●●●●●●●

## Interests



## Work Experience

04.2018-...

### Vestel Trade Co.

#### Corporate Sales (B2B) - Key Account Manager

Responsible for the design and sales processes of the related product groups VRF Air Conditioning Systems & Mechanical Solutions, Digital Signage Solutions (Including-Content Mng.), Interactive Flat Panel Displays, LED Lighting, EV Chargers, Television / White Goods / Built-in Set

04.2017-04.2018

### LED Lighting (B2B) - Key Account Manager

- Manage allocated lighting projects in turkey until successful conclusion and achieve sales targets in terms of sales and profit margin
- Achieve B2B sales target and find new business opportunities
- Drive sales revenue to create B2B specific campaigns
- Contributes to the development and implementation of local marketing activities
- Planning and managing of demand generation activities
- Responsible for generating sales reports and ensure sales forecast accuracy to sales manager
- Perform pre-sales activities such as: submittals, quotations, price approvals, site visits/ mock-ups, product selection etc.
- Ability to manage independent negotiations with customers, within given guidelines and sales plan.
- Support sales managers in developing new leads, building relationships with new customers and improve the relationship with existing customers
- Coordinate with supply chain, logistics, product management, finance, credit&risk and lighting design teams ensuring timely service to customers
- Technical discovery, lighting design, feasibility and amortization report preparation in energy conversion projecting processes
- Tracking of Product R&D and P&D process
- Electrical distribution channel and contracting firms management
- Evaluate deal profitability using financial controls and analysis, tools provided by the company.
- Establish business plans and ensure company resources (budgets etc.) are utilized efficiently/ effectively to deliver results targetted by the department.

01.2016-01.2017

### Yalıtım Engineering

#### Electrical Project Design & Application - Electric Engineer

- Conducting contracting projects
- Supply of electrical installed power to the industry
- Monitoring of maintenance and operation processes
- Establishment of LV-MV switchgear systems for industrial enterprises
- Performing electrical projects of factory interior installations
- Installation of Energy Transmission Lines of Industrial Plants
- Installation of Transformer Plants and MV-LV Switchgear Facilities
- Internal Electrical Installation of Industrial Plants
- Consultancy and Engineering Services ,Compensation Tracking
- Transformer Maintenance ,Grounding Resistance Measurement
- Harmonic Measurement, Periodic Tracking of Electric Energy Quality
- Electrical Machinery Business Applications, ,High Voltage Power Cutters Operating Applications,

01.2015-07.2015

### Turkish Airlines Inc.

#### Corporate Development and IT - Part Time Business Analyst

- SAT, UAT, SIT application,
- Follow-up of regression tests,
- Conducting conformity and acceptance tests,
- Monitoring of functional and performance tests,
- Identification and reporting of errors found during the test,
- Management of coordination between modules during the transition to live,
- Managing business flow diagrams,
- Data management between business units and information systems,



## Internships

- Mitsubishi Electric* / Factory Automation
- Schneider Electric* / Maintenance
- Mercedes Benz* / After Sales Services