

# Tugay Alyıldız

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Analytical and entrepreneurial minded Management Engineering graduate with a proven record of success in various fields such as startups, case studies, publications and project deliveries. Highly experienced in generating and building relationships, managing projects from scratch to completion, designing business strategies. By postponing my graduation for a year in June 2019, I also deferred two prestigious full-time offers; one in management consulting and the other being in Stockholm (at one of the most famous startups in Europe) to start up Veloxia Technology where we develop B2B SaaS solutions, mobile apps and games. As a geeky science-lover with enthusiasm in various fields of the business world; I have possessed very high interest in investment banking and management consulting because of the need of versatility and finding solutions to challenges differentiating every day highly exciting. Therefore, had many achievements including a publication on digital marketing management, having started a successful business, triumphs in case study competitions as an award of which I have been offered a full scholarship for the MBA program in Sabancı University. My senior year was full of intensive trainings by many executives from various industries and CEOx1Day program; which had an outstanding network-wise impact.

CFA Research Challenge 2019 had a significant contribution to my learning curve (as the team leader) as in order to accomplish the task properly we have gone through an immense amount of work from researching the firm to studying the material to developing the valuation model. Moreover, spending time with many of the professionals was a great learning itself. Currently waiting for the level I exam in June.

## Education:

### **Istanbul Technical University**

**September 2015 - June 2019**

Management - Management Engineering (BSc of Eng.) Year 4, GPA:2.4

- 1st place in case study challenge conducted by P&G, Deloitte, and Pfizer, at ITU, April 2018  
Award: Sabancı University MBA full scholarship
- 2nd place in case study challenge at Boğaziçi University, November 2018 (PwC, P&G)
- 2nd place in case study challenge TIMES in ITU, December 2018 (Turkish Technic)
- Skipped prep year due to high performance in English proficiency exam
- Computer programming knowledge: SQL, AutoCAD, MATLAB, Python
- 1st Place in Entrepreneurship Elevator Pitch Challenge, Nov 2015 (iPhone 6+)
- Business Informatics society membership
- Erasmus+ exchange semester in Sweden
- Voluntary Physics101 for courses to foreigner students
- Leadership in almost all the project groups working for homeworks

### **University of Borås**

**August 2016 - January 2017**

- Erasmus+ exchange semester in Borås. GPA: ~3
- Practised Swedish, Level: B1
- Content production for the university's digital marketing
- Good academical reputation, references

## Work Experience:

### **Veloxia Technology - Co-founder/CEO**

**June 2019 - Current**

Veloxia has 3 revenue channels; providing B2B SaaS solutions, developing mobile apps and creating mobile games by targeting consumer trends and analytics of user behavior. As the top executive, the responsibility covers all the strategic and financial management as well as the investor relationships and business development. Moreover; product and portfolio management and implementation of marketing strategies.

**Odgers Berndtson - CEOx1Day Finalist****August 2018 - June 2019**

Have been chosen as a finalist among +1000 applicants in the CEOx1Day program that is designed to uncover and train promising future leaders and finally boost the chosen ones with opportunities to walk in the shoes of a senior business leader. Spent a day with Maersk's Managing Director, East Mediterranean Area. Significantly enlarged my network among the sponsors/executives of the program.

**CFA Institute Global Research Challenge - Active Team Leader****November 2018 - March 2019**

Participation as the university team leader where we represented in the finals after an immense focus like a full-time job. Hands-on experience with mentoring by professionals and intensive training in financial analysis and investment. Gained expertise on valuation, due-diligence, stock price forecasting, report writing and presentation skills assuming the role of a financial analyst. Also mastered aviation industry metrics as the specific task given was to research and report Pegasus Airlines with a one-year target price.

**Volvo Financial Services - Project Management Part-time****May 2018 - November 2018**

Planning and execution of innovative continuous improvement projects to increase market share by developing competitiveness. Focus was broadly on business development, process optimizations and project management. Directly reporting to and working closely with the Country Director.

**Turkey Surgery - Co-founder/Business Development****June 2017 - May 2018**

Working cross-functionally wherever necessary in the medical travel agency as a Co-founder. Researching focus markets to develop the strategy and further design the value chain. Leadership of the team. Digital marketing (FB, Google Ads, Analytics, etc.) Designing the end-to-end user experience from phase to actual transaction. Determining company KPIs to measure profitability of the operations and marketing. Business development both B2C and B2B. Achieved FB ads relevance score 10/10 on various segments of markets.

**Techmark Patent - Project Intern****January 2017 - September 2017**

Projects on how to increase the number of international clients. Responsible for international business development, therefore planning and execution of the projects on marketing & sales as well. Responsible for international corporate relationships. Also worked on creating/researching new markets and fields of business within the company to start and develop new investment channels.

**Volunteer Experience:****Health is the First Step to Empowerment**

August 2018, Serbia

**Specific focus:** Sports and physical activities

Participation in a 2-week youth exchange project organized by Erasmus+, designed to inform and motivate a large group of participants about healthy living, activities and life-style.

**Personal contribution:** promoted working-out regularly within a healthy way.

**Reduce Your Ecological Footprint**

May 2018, Romania

**Specific focus:** Sustainable economic growth

Volunteered in a 3-week youth exchange project, designed to inform a large group of participants to the situation now, its future and tools to act on.

**Personal contribution:** Designing and giving seminars on the interconnection of sustainable economic growth and natural resources.

**Publications:**

Digital Marketing System Management @IIOABJ India, November 2018

Strategic Enhancement of GE-McKinsey Matrix, @ISPR Vienna, August 2019

**Hobbies:**

Learning/researching new things, cooking, playing guitar, scouting, teaching, dreaming

**Publications of Interest:**

Buyology, Thinking Fast and Slow, Improbable