



CAN VURAL

Currently Partner at Vural Consulting

PERSONAL PROFILE

A multilingual individual who studied and worked internationally, with a focus on Marketing/Sales and Business Development. Fast adaptability to changing work environments, an affinity to teamwork and leadership skills mark key strengths. Future aim is to grow the family business into a cross boarder consultancy, helping clients worldwide to respond faster to the ever-changing business environment.

YEAR

PRESENT

JUN 2022

PRESENT

NOV 2020

PRESENT

SEP 2019

WORK EXPERIENCE

Co - Founded a parcel forwarding service named SHOSHI Turkey (Shop & Ship)

SHOSHI Turkey is a brand of Vural Consulting, specializing in enabling customers living outside of Turkey to do Online Shopping from any Turkish web-shop at local Turkish prices and have the products delivered to their home. The brands' key mission is to provide a low cost, secure and fast service for the customers. At the beginning this service will only be available for customers living in Israel.

SHOSHI Turkey is a parcel forwarding service that stands out through it's innovative logistics set-up with attractive shipping costs. Once the customer completes their product purchases in the Turkish web-shops, the products arrive at SHOSHI's warehouse in Turkey, are repackaged to decrease weight and volume and shipped to the home of the customer.

Vural Consulting partnership with So Partners Tekstil A.Ş.

So - Partners is as a textile purchasing agency since 2013. Prior to 2013, the company was a producer and exporter of denim and woven textile since 1987. The firms customer portfolio is located in Europe, mainly in England, Netherlands and Germany. Our role as Vural Consulting in this business partnership entailed tapping into our global network, in order to expand the customer portfolio in the European market and boost the growth So - partners.

Co - founder & Managing Partner at family business

Vural Consulting - Istanbul, Turkey

Vural Consulting is an international business consultancy firm, which is located in Istanbul/Turkey. Our strategic location enables us to connect the eastern and western markets more effectively thereby facilitating us to serve our clients most adequately to their needs. We categorize our business into two core areas, namely **Investment Opportunities** and **Business Development**.

We offer a portfolio of distinct **Investments opportunities** in Turkey:

- Carefully selected React Estate Projects (Residence Projects, Hotels, Luxury Homes and Land Investments) according to our investors' expectations.
- Citizenship by Investment in Turkey. We advise our clients in finding the right investment and help to enter the Citizenship by Investment program in Turkey.

With regards to **Business Development**, we offer the following services:

- Market Research for clients who are looking for new sales channels/business partners abroad, as well as looking to import/export products.
- Consulting Turkish companies on where to set up new branches abroad. Our services include implementing the whole company set up process in the selected countries, and advising on future investment opportunities in these countries.

YEAR

WORK EXPERIENCE

PRESENT

Created a YouTube channel with over 200.000 subscribers

I co-created a YouTube channel for the well known Turkish football coach Yilmaz Vural, which generated more than 200.000 organic followers over a timeframe of 2 years. Yilmaz Vural is known as a colorful personality in the Turkish sports sector, who has a strong media presence in the country. Due to the fact that his fanbase is widespread all over Turkey, we created a channel which could give his fans an opportunity to get to know him outside of the football pitch. The focus of the channel was sports, in particular football, connected with entertaining content that would aim to highlight the colorful personality of Yilmaz Vural.

The challenge we faced while constructing the foundation for the content of the channel was that due to his age of 70, it was crucial to generate engaging content for the key audience of 18-35 years old, while maintaining a certain level of sophistication, which would not harm his image as a serious sports figure. The channel gained popularity and managed to attract sponsorships from relevant brands such as [misli.com](https://www.misli.com) (a sports betting platform), which also resulted in a widely broadcasted advertising campaign of Yilmaz Vural together with the brand.

OCT 2020

Business Development Manager

BRR Foreign Trade Co. Ltd. - Istanbul, Turkey

The role entailed to overlook the firms' general processes and optimize where necessary:

- Starting from the online presence of the firm (web site and social media platforms), over the rebranding of the firms' own olive brand (Gemlik & Gemlik), up to the acquisition and management of new customers globally.
- Implemented market analysis in countries worldwide, in order to identify suitable potential markets and expand the client portfolio.
- Consulted in the purchasing process and identifying the best pricing strategies, in order to maximize the overall gross margin.

MAR 2019

SEP 2018

Unilever Future Leaders Program (UFLP) - Customer Executive Personal Care Sales

Unilever - Istanbul, Turkey

- Responsible for the Turkey wide personal care sales for three cash & carry customers: Metro Group, Tespo and BTT (Bizim Toptan).
- Quarterly and monthly sales forecasting to assure going in line with the full year business plans.
- Negotiating monthly sales activities with our customers to increase in store exposure and boost sales.
- Acted as the e-commerce lead for BTT who recently integrated e-commerce in their business.

MAY 2018

Unilever Future Leaders Program (UFLP) - Field Operations Executive

Unilever - Istanbul, Turkey

- Acted as a link between the head office and field operations, overlooking customers in the Distributive Trade market.
- Leader of the in-store merchandising team consisting of 50+ people (Area: Trakya, Istanbul and Izmit), who were in charge of executing Point of Sales strategies, as outlined by the Head Marketing team.
- Worked closely with the Trade Category Marketing and Customer Marketing Management teams, in order to roll out periodical in-store promotional, as well as new product launch advertising activities.

APR 2018

AUG 2017

Audit and Tax Assistant

KPMG - Istanbul, Turkey

Examined various accounts in financial statements for possible errors or inconsistencies, as compared to past figures using Microsoft excel. Moreover, engaged in direct client contact on a regular basis, in order to assemble necessary data resources and to discuss issues concerning the data. Finally, contributed towards the completion of year-end analytical business reports to finalize auditing projects.

MAR 2016

NOV 2014

Rotation
within
UFLP
Programme

YEAR

2018



2017



2018



2017



2012



2011



2008



2005



1997

FURTHER ENGAGEMENT

Unilever Diversity & Inclusion Agenda (CD - Socialization project)

Unilever - Istanbul, Turkey

Part of a selected team, which develops a company internal social platform aiming to strengthen the relationships of customer development employees across all Turkey wide sales organizations from different geographical regions.

Personal Improvement, Communication and Leadership Workshops

Unilever - Istanbul, Turkey

Participated in numerous workshops as part of the Unilever Future Leaders Program development scheme.

Key topics: Stress Management, Time Management, Verbal and Non-Verbal Communication, Objective Reasoning, Understanding Personalities, Negotiation, Understanding the Client

Regent's University London - 1 Year Study Period Abroad

University of Valencia & Universidad Argentina de la Empresa (UADE)

Completed a one year university exchange program, one semester at the „University of Valencia“ and one semester at the „Universidad Argentina de la Empresa“ in Buenos Aires (*awarded advanced Spanish diploma by the Spanish Chamber of Commerce*).

Military Service (Social Engagement)

Clarenbachstift Benderstift - Cologne, Germany

Completed the mandatory military service in a care facility for elderly people over a period of 9 months.

Team Sports (Football Clubs)

1. FC Köln & Borussia Lindenthal Hohenlind - Cologne, Germany

Played and captained in two junior football teams for a total period of 8 years.

EDUCATION



Master's Studies

M.Sc. International Management

SEP 2013 - DEC 2014

King's College London
(Grade: 2.1 - UK system)



Bachelor's Studies

B.A (hons) International Business

FEB 2010 - JUL 2013

> Marketing oriented <
Regent's University London
(Grade: 2.1 - UK system)



Abitur

Apostelgymnasium Cologne

AUG 1999 - JUN 2008

Abitur with major in
English and Art (German Diploma)

OTHER SKILLS

Languages



German

Native Speaker



English

Fluent



Turkish

Fluent



Spanish

Working knowledge

Skills

Marketing

Business Development

Consulting

Teamwork

Networking

International Trade

Passions

