

## **Didem Güney ALSOY**

**She is a top-performing Business Star with over 25 years of experience credited with combining marketing, sales and business development expertise to deliver substantial revenue growth in highly competitive business markets. Recognized for successfully handling multiple customer-specific priorities with competence, exemplary follow-up and interpersonal communication skills. Proven ability to manage different size of teams through change with influence within fast-paced multi-cultural environments. Digital Transformation, new type of payment methods, NFT, Coin, Token projects which are new published raising projects completed. Competently executed and managed remarkable marketing and advertising campaigns, loyalty and retention programs, product management, event management, brand & sponsorship management, partnership and alliance management, sales & solution management and synergy across different business units, positive change management. While the team is passing through the difficult period, it gives morale to the other members of the team. Leadership competence produces long-lasting solutions. It ensures that systems and corporate structure can be maintained with commercial anxiety competence. Intelligent methods that appeal to emotions enable them to be used for thinking, development, innovation. Your future will make donations with the beliefs of the new generations, become speakers and sponsors in the conferences that contribute to the youth. She is ready to provide you best solutions.**

- She was graduated Darüşşafaka College, İstanbul University Business Administration, Marmara University Marketing and Production Management MBA and Yıldız Technical University International Commerce Doctorate.
- She began to work first at weekends in the bazaar to sell lingerie.
- At 1996 when she was going to university, she was employee in Tourism Ministry as English and German Information staff. And she was an assistant to the President of the Association of Turkish Cuisine.
- Unique Art Export Responsible at 1997-1998
- Egebank Card Marketing and Risk Management Specialist 1998-1999
- Finansbank Alternative Distribution Channels were led by the Product Management and Marketing Manager.(2000-2006) Finansbank Phone Banking in Europe in this period, the election Technology Best Banks in Turkey, the development of single-use SMS password project has been the development of individual and corporate clients in the use of channels other than branches and front legs. The first virtual POS and the first voice recognition system in Turkey is the project manager of the IVN applications. Best Loyalty Program for Credit Cards prize by Visa was given to Alsoy's program. Three times she got Altın Örümcek Web Awards for design, new features, and user interface.
- Alsoy, made the transition to e-business in the technology sector after 8.5 years of banking industry experience. Originally founded as an incubator company Embrio AŞ (2006-2007) organization and structuring of Business Development and Marketing mandates as Vice President. She managed

loyalty web marketing project which gave points to users for giving retail questionnaire answers from start up to 1 million customer number. She made partnership with Ege University Computer Science department for developing B2B semantic web project and won KOSGEB support.

- Then, in September 2007 she had a first idea of their business e-document and start-up with in holding investment; she was general manager of BelgeTurk A.Ş. She projected more than 20 ERP integrations such as SAP, Logo, Oracle, IFS, Akınsoft, Micro, etc. She was collect more than 100 Business Company as a customer for electronic invoicing and electronic data transfer projects with electronic sign method.
- Alsoy, since October 2008 as the initiative by implementing her idea Bonnyfood as fancy food flower concept. She got more than 10 million USD revenue businesses. She managed herself Marketing, PR, R&D facilities, designs and strategies for company.
- Didem Alsoy, "Turkey's Woman Entrepreneur 2010" took 9 months of active processes to the third prize in the competition participants with Bonnyfood Success Story in 3679 delegates.
- In 2011, the country representative of the European Business Awards, was named in both innovation and entrepreneurship.
- In 2012 she became the national champion of the European Business Awards in the fields of entrepreneurship, than took Ruban d'Honneur award. (<http://www.businessawardseurope.com/vote/entry/the-rsm-international-entrepreneur-of-the-year-award/4670> )

Last 10 years she was establishing the strategies and developing the teams of the America- Eastern and Southern Europe and Turkey

- Digital Transformation Project setup and leadership (5 companies in the field of production and retail)
- Agile Culture, VUCA-BANI Topics Harmonization Projects
- Crypto, NFT Token, Metaverse, Trade indicator, Digital Currency projects dynamic system analysis and business plans
- User-friendly design and flow studies (UI-UX) and internet and mobile-based advertising applications strategies and studies
- Establishing a strategy to generate 10 times the revenue of a brand in the field of e-commerce, increasing the number of customers to more than millions and a loyalty program, directing strategic collaborations
- Coordinating the global strategy for Global Brand, an interactive, cloud-based presentation platform developed in Europe and managing the processes of receiving 57 million dollars investment from the USA based funds.
- Revenue increase project and 40 million Euro revenue increase through HITA
- Providing companies' new markets, industrial patents and projection and feasibility services in the finance, retail and technology sectors
- Alsoy, shares experiences with a part-time lecturer at conferences and in 13 universities more than 25.000 students.

- She was jury in Endeavor for 2 terms and Coca-Cola & KOSGEB Women Entrepreneur Programs.
- She had TV programs more than 40 and she had a documentary of her life in Turkish National Channel. (TRT)  
(<https://www.youtube.com/watch?v=MMUCt4GZm4w>)
- Darüşşafaka Foundation, KAGİDER, TOGG member, 11 years professional licensed fencing sportsman, 7 years for Turkish Fencing Team and get prizes to Turkey.