



Demet CEYLAN

Date of birth : 24 July 1971
Marital Status : Married to Dr. Hakan Ceylan, has 2 sons, born on April 1998 and January 2002
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EDUCATION

Akdeniz University Tourism Faculty
International Tourism Management
Masters student

Anadolu University, Distance Learning
Banking and Insurance, November 2007 - July 2009

Boğaziçi University
Faculty of Economics and Administrative Sciences
Department of Business Administration, October 1987 - July 1992

Antalya Koleji , October 1981 - July 1987

ACADEMIC MEMBERSHIP

POYD, Professional Hotel Managers Association
Academic Member January 2017 +

WORK EXPERIENCE

Antalya International University

Lecturer
February 2016 +

- TRM 112 Introduction to Tourism and Hospitality Industry
 - TRM 224 Food and Beverage II – Cost control
 - TRM 443 Destination Management and E-Marketing
 - TRM 452 Hospitality Entrepreneurship (management shadowing program of applied education)
 - TRM 461 Attractions and Heritage Management
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Antalya City Court

Expert witness and Trustee (Kayyım)

December 2015 +

- Auditor trustee – Nalbantoğlu Demir Sac İnş. Taah. San ve Tic. AŞ
- Auditor trustee - AK-AS İnşaat Turizm Tic. Taah Ltd.
- Management Trustee – Han-Der Etüt eğitim merkezi
- Management Trustee – Saklı Tarım AŞ
- Management Trustee – Media Emlak Maden Ltd.
- Management trustee - Donkişot Börek Mantı Ltd.

Prince Group <34 Companies in Turkey and 21 Companies abroad mainly in Tourism Sector.>

Advisor to the Chairman of the Board

May 2015 - present

CFO

April 2014– May 2015

- Introduction of IFRS audit to our group financial to achieve international presentation of the group,
- Refreshment and improvement of group financial ratings to desired level before the financial institutions,
- Enhancement of Group Corporate housekeeping and establishment of centralized control function,
- Introduction to corporate governance and Total Quality Management,
- Restructuring midterm financing lines to long term with seasonal payment structure as well as optimum mortgage structuring,
- Midterm strategic planning of the Group and annual budgets for each company

TUI Rusya <Borublita Holidgs Ltd.>

Consultant

September 2013 – June 2014

TUI Türkiye <Tantur Turizm Seyahat AŞ.>

Finance Director and member of the Board of Directors,

March 2010 – Nov 2012

Area of responsibilities: Tax and Accounting, Finance, Budget and Reporting, Administration, Legal, IT, Human Resources and Corporate Communications.

Brief Description of Current Role/Responsibilities

- To assure quality of management information to CEO and the Board for intelligent decision making in commercial as well as financial areas especially from Central Europe, Scandinavian and CIS source markets.
 - To provide strategic and commercial support to Country Managing Director
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from a financial perspective and to perform key negotiations with customers, suppliers and business partners.

- To assure compliance with TUI code of conduct principles. To form and pursue HR strategies leading to well established TUI Türkiye corporate culture and assure alignment with TTPlc corporate culture and identity.
- To integrate the subsidiary to TUI values, TUI HR system, Establish HR software integrating all offices in Turkey not only for legal infrastructure but also for corporate communications. (highly seasonal employee structure)
- To assure statutory books of the company to be in compliance with Turkish Tax Procedural Law and Corporate housekeeping in line with Turkish Commercial Code. As member of the Board legal responsibilities remain.
- To prepare annual budgets and 5 years strategic plan in line with Turkish Generally Accepted Accounting Principles (TGAAP) as well as International Financial Reporting Standards (IFRS) in coordination with Country Managing Director and in line with MED region, B2B Division and A&D Sector strategies and initiatives. To provide timely and accurate financial intelligence reports to pursue budgeted targets.
- To draw treasury strategies, manage cash flows, assure timely collections from clients, adequate and timely payments to suppliers preserve good reputation of Tantar in Turkish Tourism Market, Assure best possible interest/FX earnings with minimum risk.
- To form FX strategies and coordinate FX strategies with TUI Travel Plc and B2B Division treasury in order to assure mitigation of FX risks via derivative contracts to protect trading margins of Tantar against FX fluctuations.
- To assure compliance with internal and external audit reports and take corrective/protective measures to protect the company statutory and IFRS books. (Finance, IT, HR, Legal, etc.)
- To establish and improve COSO in TUI Türkiye. To assure effective performance of Management Information System infrastructure as well as data security.
- To assure business continuity and disaster recovery systems establishments as well as training of personnel and planned/adhoc drills in coordination with Emergency Management Plan.
- To assist/participate/lead commercial, financial, HR, IT and legal projects at country and/or regional level.

OTI Holding A.Ş.

Budget and Planning Manager, May 2009 – March 2010

- Establishment and/or improvement of budget planning and reporting systems for each subsidiary. (14 subsidiaries active in tourism sector specialized in tour operations, travel agency, incoming agency, hotel management and private security. Subsidiaries are located in 3 different continents in 5 different countries namely Russia, Ukraine, Poland, Turkey and Egypt.)
 - Establishing consolidation system for group financials,
 - Supporting cash planning and currency hedging for the group finance,
 - Synchronizing periodical reporting per sector and per country,
 - Supporting OTI Holding Intranet as representative of OTI Holding Finance and Accounting Division.
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Fraport IC İtař Antalya Havalimanı Terminal Yatırım ve İřletmecilięi A.ř.

(Joint Venture of FRAPORT AG. Frankfurt Airport Services Worldwide and IC İtař İnřaat Sanayi Tic. Ař.)

Budget and Planning Manager, June 2007 – January 2009

- Budget planning of 4 corporate identities (As per Turkish GAAP and IFRS),
- Internal reporting, Shareholder reporting (Monthly actual reports and yearend forecast, deviation analysis to last year and budget, risk monitoring reports),
- Coordination with external and internal auditors,
- Coordination with traffic advisor, technical advisor, facility agent and modeling bank with respect to O/M budget updates, business model updates, financial and operational reporting,
- Forecast and follow-up of borrowing and shareholder contribution requirements.
- Preapproval of procurement with respect to budget per department.

Corporate secretary:

- Administration of Board of Directors and General Assembly Meetings,
- Follow-up and documentation of all BOD resolutions, minutes of meetings and GA meeting protocols, registration of such if legally required,
- Coordination with in-house lawyer and legal counsels,

Antalya Airport International Terminal Management and Investment Inc.

(100% Subsidiary of FRAPORT AG. Frankfurt Airport Services Worldwide)

July 1999 – June 2007

Budget and Planning Manager, (promoted as of November 2001)

Budget and Planning Chief,

- Budget planning of the company and sister company,
 - Internal reporting (As per Turkish GAAP, IFRS),
 - Shareholder reporting (Monthly actual reports and yearend forecast, deviation analysis to last year and budget of current year) for 2 corporate identities,
 - Commercial project feasibility studies and company value calculations,
 - Internal controlling over accounting system via LOGO,
 - Know-how and experience about tourism sector and Build Operate Transfer Legislation, concession implementations in aviation business in Turkey,
 - Coordination with external audit such as tax, IFRS, internal audits of company shareholders and State Airports Administration audits,
 - Dividend and equity distribution, inter-company transactions, liquidation process, tax structuring and optimization, investment incentives and depreciation bond.
 - Preapproval of procurement with respect to budget per department.
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Corporate secretary:

- Administration of Board of Directors and General Assembly Meetings,
- Publication in Trade Registry Gazette,
- Establishment of Subsidiary (Security Partners A.Ş.),
- Share purchase agreements and share transfer administration,
- Simultaneous translation (English-Turkish, Turkish-English).

Project Management / Assistance:

- Fraport Corporate risk monitoring software development project, 2002
Team member as subsidiary reporting in English language,
- Antalya Airport Second International Terminal Tender Project, 2003 – 2004
Project secretary and business modeling team leader,
- Private Security Spinning Off Project, April 2005 – March 2006
Project leader,
- Antalya Airport Passenger Terminals Tender, 2006 - 2007
Business modeling team leader, Project financing team member,
- Establishment of 2 corporate identities namely; “Fraport IC İtař Antalya Havalimanı Terminal Yat.ve İşlet” A.Ş. and “Fraport IC İtař Hav.ı İşl. A.Ş.”
- Sabiha Göken Airport Tender, 2007
Business modeling team leader, Project financing team member,

Coca Cola Bottlers of Turkey**Plant purchaser of Antalya Plant, Sept 1998 – June 1999**

- Purchasing raw and semi finished goods
- Logistics between Antalya and Izmir Plant
- Purchasing of office supplies
- Reporting to cost control unit
- Working in close coordination with production unit

SunExpress Airlines, Antalya**Assistant Managing Director, June 1996 – January 1997**

- Coordination of departments in Turkey and Germany
- Integration of German and Turkish Cultures
- Assisting Managing Director

Nestlé Türkiye Gıda San. A.Ş., İstanbul, October 1992 – April 1996**Assistant Product Manager, October 1992****Junior Product Manager, January 1994****Senior Product Manager, January 1995****Product Manager, March 1996**

- Production and sales planning, coordination between production, logistics and sales departments
 - Conversion of Etsu Brand into Maggi and introduction of Miss Maggi, the Blue
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Chicken as mascot to Turkey

- Development of Maggi ready to cook soup range
- Coordination of investment in packaging technology
- Cost and profitability analysis per product and per range
- Preparation and implementation of marketing and sales strategy
- Development and implementation of; open market place direct sales units, soup tasting promotion units in chain stores, special packs containing a variety of products for small markets and sponsoring TV cooking shows triggering product usage to increase new trials
- Improvement of soup packs printing quality by close coordination with food photographers as well as printing houses
- Cooperation with market research and advertising agency (McCann-Erickson)
- Published Nestlé Haber/News Gazette in Turkish and in English

LANGUAGE SKILLS

English	: Advanced
German	: Intermediate
French	: Intermediate
Spanish	: Beginner
Turkish Sign Language	: Advanced

COMPUTER SKILLS

MS Office applications, Accounting and operational applications, MIS reporting tool, Risk monitoring tool, SAP Business Planning and Consolidation tool

TRAININGS

Professional trainings: Inflation accounting IFRS (IAS 29 Financial reporting in hyper-inflationary economies, IFRS 21 functional currency, IAS 39 Financial instruments, IFRIC 12 Service Concession Arrangements), Foreign currency reporting, Internal control, Inflation accounting, Business Simulation.

Personal development soft skill trainings: Six hat thinking method, Personal service quality, Total quality management, Efficient management techniques, Personal and organizational effectiveness, Conflict management, Double bag thinking method, Personal quality and customer satisfaction, Civil aviation security, Time management, Effective personnel management, Communication, Personal acceptance and negotiation skills, Emergency Management, Fire extinguishing and research/rescue, Security awareness, Business Continuity / Disaster Recovery, First aid trainings.

INTERESTS

Having quality time with my family, swimming, skiing, knitting / crocheting, gardening, reading crime fiction novels and watching movies.