

Edin Güçlü Sözer

Marketing Executive, Associated Professor of Marketing

Dr. Edin Güçlü Sözer is an experienced executive and consultant teaching at Istanbul Okan University. Following his +20 years of professional and executive experience on marketing, sales and business development functions in the leading organizations of the banking industry, he provides consultancy services to the companies in the management, marketing, innovation, and digital business strategies.

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Education

PhD Degree

Yeditepe University
PhD in Marketing
2002 – 2008

Master's Degree

Yeditepe University
MBA in e-Business
1998 – 2001

Bachelor Degree

Eastern Mediterranean University
International Relations
1992 – 1997

High School Degree

Italian College
1984 – 1992

Certifications and Licences

Digital Strategies for Business: Leading the Next Generation Enterprise

Columbia Business School Executive Education

Leadership in the Age of Digital Disruption (Retailing)

The Wharton School | Wharton Online

Digital Transformation

Darden School of Business | Coursera

SPSS Analytical CRM and Advanced Modeling Program

SPSS Turkey

*Istanbul Okan University, Associated Professor of Marketing.
Istanbul, 2018 – Present*

Currently works as an academic in Faculty of Management and Administrative Sciences of Istanbul Okan University. Concentrated on the area of Marketing, teaches Marketing Management, Strategic Marketing, Marketing Research, International Marketing, Consumer Behavior, Brand Management and Customer Relationship Management courses. In addition to academic practices, acts as an Innovation mentor in TIM's Inosuit program and provides consultancy services on innovation management for several companies from different industries.

*DenizBank A.Ş., Senior Vice President, International Network, Strategic Planning and Management.
Istanbul, 2013 – 2018*

Managed International Subsidiaries Group team, who is responsible for the coordination of intra-group business activities, communication and operations of DenizBank Financial Services Group's international subsidiaries. Coordinated mid and long-term strategic planning as well as business development of all international subsidiaries including DenizBank AG (Austria & Germany), DenizBank Moscow (Russian Federation), DenizBank Bahreyn, and Eurodeniz International (TRNC) in retail and corporate banking business lines, Contributed to the generation of a franchise value with a more than 12 billion € in total assets and a yearly net income of 200 million € as of 2017.

*DenizBank AG, Executive Vice President, Retail Banking, Marketing, Business Development.
Vienna, 2010 – 2013*

Worked as the Executive Vice President responsible for the Business Development in Austrian and German markets. Managed the team responsible for the planning, organizing and implementing distribution channel strategies including the expansion of physical branch network, improvement of alternative distribution as well as digital and direct marketing channels. Contributed to the development of new products, new business partnerships and expansion of distribution network in Austria and Germany which consequently contributed to the creation of a franchise value of 10 billion € in assets generating a net income of more than 400 million € between 2010 and 2013.

*DenizBank Moscow, Executive Vice President, Retail Banking, Marketing, Business Development.
Moscow, 2007 – 2010*

Worked as the Executive Vice President responsible for the Retail Banking Coordination in Russian market. Planned, coordinated and executed the operational and technical preparation for the launch of retail business in Russian Federation with a team of more than 150 employees composed from international and local professionals. Coordinated the retail banking project team composed of IT, Operations, Finance, Marketing and Sales teams as well as several software vendors. Developed the first multi-purpose credit card (Bonus, Installments, Instant Credit) and managed the relationships with co-branded credit card partners to expand the distribution network of the credit card programme.

*DenizBank A.Ş., Marketing Manager, Retail Banking, Marketing, Business Development.
Istanbul, 2004 – 2007*

Worked as the Marketing Manager responsible from retail banking in Turkish market. Planned and implemented overall mid-term retail banking as well as segmentation and targeting strategies. Contributed to the improvement of retail customer experience by implementing customized marketing mix for different customer segments, targeted RFM campaigns and loyalty programs. Introduced co-branded credit card programs with Lufthansa and IDO and managed the customer portfolio to increase the customer retention rate and consequently customer equity.

*Akbank T.A.Ş., Retail Credit Cards, Brand Partner Network Key Account Management.
İstanbul, 2001 – 2004*

As a member of Merchant relations team managing the Axess Credit Card Program, managed the relationship with large merchant accounts of leading retail brands. Planned, organized and executed merchant-based campaigns to acquire new credit card customers, increase credit card turnover and income. Contributed to the development of Merchant network by acquiring new branded merchants from clothing, oil, and consumer electronic industries.

Previous Experiences, İstanbul, 1997 – 2001

BanKapital T.A.Ş., Account Manager, İstanbul, 1999-2001

Dışbank, Account Manager in Retail Banking, İstanbul, 1999

SiteBank T.A.Ş., Account Manager in Retail Banking, İstanbul, 1998-1999

Inter Sigorta A.Ş., Corporate Account Manager, İstanbul, 1997-1998

Publications

Books

Pazarlama Teorisi: Gelişimi ve Değişimi. Beta Kitap.2019.

Strategic Excellence in Post-Digital Ecosystems: A B2C Perspective. Zea Books, Nebraska University. 2018.

The Dynamics of Sponsorship: Leveraging Brand Equity in Postmodern Markets. Lambert Academic Publishing. 2010.

Postmodern Pazarlama: Marka Çağında Liderlik için PIM Modeli. Beta Kitap.2009.

İnternet Ticareti: Yeni Ekososyal Sistem ve Ticaret Noktaları. Beta Kitap.2003.

Published Research Articles

What About The Post-Scarcity Period? The Latent Effects of Scarcity Promotions.

Pazarlama ve Pazarlama Arařtırmaları Dergisi, 13(1): 49-74.

Relationship Marketing and Customer Based Brand Tolerance (CBBT): An Integrative Approach.

SSRG International Journal of Economics and Management Studies, 7(1): 125-137.

Side Effects of Psychological Pricing: How Brand Trust is Affected?

Türkiye Sosyal Arařtırmalar Dergisi, 24(3): 718-733.

Determinants and Outcomes of Mobile App Usage Intention of Gen Z: A Cross Category Assessment.

Beykoz Akademi Dergisi, 7(2): 239-265.

Customer Based Brand Tolerance (CBBT): Scale Development and Validation.

Business & Management Studies: An International Journal, 7(5): 2610-2635.

Determinants and Outcomes of an Effective CRM Campaign: The Mediating Role of Skepticism.

International Journal of Eurasia Social Sciences, 10(37): 726-752.

The Interaction of Crowd, Message Content and Message Frame on Generating Purchase Intentions in Retailing.

Yönetim Bilimleri Dergisi, 17(34): 409-437.

How Do Country of Know-How and Country of Personnel Affect Service Evaluations: A Categorical Comparison.

İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi, 18(35): 411-431.

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Published Research Articles (Continued....)

The Effect of Dynamic Pricing on Holiday Purchase Intentions: Moderated Mediation Role of Perceived Risk.
Advances in Hospitality and Tourism Research, 7(1): 57-84.

The Effect of Message Valence on e-WoM Spread: A Moderated Mediation Analysis.
Business and Economics Research Journal, 10(2): 545-555.

The Effect of Social Media Mix on Brand Switching Intention: The Mediating Role of Risk Perception.
Journal of Yaşar University, 14(4): 74-86.

The Effect of Reviewer Origin on Booking Intentions in Tourism Industry: The Moderating Role of Review Valence.
Business and Management Studies, 6(4): 1252-1270.

e-WoM: Is it an Effective Tool for Re-Vitalizing the Relationship between a Brand and Its Ex-Customers?
Journal of Business Research Turk, 10(4): 97-114.

The Effect of Perceived Benefit on Consumer Based Brand Equity on Online Shopping Context.
Ege Academic Review, 18(4): 711-725.

How Does Customer Experience Shape the Attitude Towards and Intention to Brand Switching?
Journal of Business Research Turk, 10(1): 856-875.

The Effect of Consumer Based Brand Equity on Brand Reputation.
International Journal Of Eurasia Social Sciences, 8(30): 1547-1563.

The Determinants of Intention to Shop Online and Effects of Brand Equity on e-Store Patronage
Journal of Global Strategic Management, 13(1): 125-145.

How Does Event Sponsorship Help in Leveraging Brand Equity?
Journal of Sponsorship, 3(1): 35-42.

Firmalar Arası Bilgi Paylaşımı İle Tedarik Zinciri Yönetimi Performansı İlişkisinde Bilgi Kalitesinin Moderatör Etkisi.
Yönetim Bilimleri Dergisi, 13(25): 141-159.

The Impact of Technological Learning on Firm Performance: The Sample of An Empirical Research.
Akademik Bakış Dergisi, 37(Temmuz-Ağustos): 1-16.

Publications

Conference Presentations

Integrating Online Retail Experience and Customer Based Brand Tolerance: A Chain of Effects Perspective.
İşletme ve Yönetim Bilimleri Uluslararası Kongresi 2020 İstanbul

Konum Bazlı Reklam Dinamikleri: Değer ve Risk İkilemi Üzerine Bir Çalışma.
24. Ulusal Pazarlama Kongresi 2019

Designing Effective Cause Related Marketing (CrM) Programs Via Digital Platforms: An Introduction of 5 C's Model.
IRDITech Management 2019

E-Perakende Markalarında Müşteriyi Tutma: Müşteri Deneyimi, Memnuniyeti, Marka Değeri ve Marka Değişirme Eğilimi Arasındaki İlişkiler Üzerine Bir Çalışma.
23. Ulusal Pazarlama Kongresi 2018

Is Re-Vitalization Possible with E-WoM? The Role on the Re-Patronage Intentions of Switching Customers.
IRDITech Management 2018.

Three-Dimensional Market Strategy Model for B2C Click Only Firms.
International Conference on Business, Management and Economics 2005

Skills

Business Strategy



Marketing Management



Market / Marketing Research



Innovation Management



Business Development



Digital Marketing



Customer Experience Engineering



Data Science / Analytics



Linguistic Skills (English, Italian)



Interests



Gaming



Music



Reading



Coffee



Traveling