**Serhat Kotak**

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**PROFILE**

An accomplished and entrepreneurial executive with extensive C-level international experience of launching successful IT solutions companies in the US and EMEA. Excels in developing and managing multiple projects across product development through to Go-to-market strategy.

Proven ability to lead the customer account planning cycle, ensuring that customers’ needs and expectations are met across a wide variety of sectors including defence, telco, healthcare, logistics, pharmaceutical and manufacturing.

A high-performer with a demonstrable track record of selling software solutions into a corporate customer base at C-level. An entrepreneurial mind-set and the demonstrable ability to initiate and grow major accounts.

**ACHIEVEMENTS**

* Successfully sold major shareholding in leading labelling and barcoding solutions company ILS Corporation in the USA in 2011: personally started company in 1994 and developed into sector front-runner with clients including Intel, BAE Systems, US Army, Raytheon, Cisco, Ford Motor Company, Hewlett Packard, Johnson & Johnson, Tyco, MIT and Harvard University.
* Led and grew ILS Corporation to a staff of 25 as well as distribution channels with brokerage agreements across the USA.
* Headhunted by company owner to act as the Chief Commercial Executive for Northern Cyprus’ largest import, distribution and logistics company with exclusive rights to the international airport’s Duty free stores, as well as sole distributor for Diageo, Bose, Lindt, Coca Cola and Lego.
* Acted as representative for the Democratic Party in Northern Cyprus as Vice Chairman of the party on matters including international affairs, technology and economic affairs.
* Teaching graduate class in Advanced International Business at Near-East University, North Cyprus.

**CAREER HISTORY**

**Chief Commercial Executive, Kaner Group of Companies, Oct 2015 – Current**

*Group of 6 companies in Northern Cyprus & 3 companies in Turkey, 650 employees, 150m Euros T/O*

* Selected by the company’s owner to provide executive and strategic support on management, logistics and technology solutions which can drive enterprise efficiencies.
* Developing and nurturing crucial relationships with international Airport Management Company and the Ministry of Transportation.
* Overseeing the new terminal construction and expansion of Duty Free operations as well as supervising IT infrastructure-related solutions for enterprise growth.

**Chairman and Founder, SamKor (Northern Cyprus & Turkey), 2010 – 2013**

*Start-up Barcode Tracking solutions for manufacturing sector in Turkey and telco in N. Cyprus*

* Secured lucrative deals for tracking solutions within manufacturing organisations in Turkey.
* Set up B2B sales solutions on behalf of Vodafone Cyprus.

**Founder & Senior Executive, ILS Corporation, USA, 1994 – 2011**

*Major shareholder and member of the Board of Directors for leading manufacturer and solutions provider of labeling, barcoding, data collections systems and supplies.* [http://www.ils-barcode.com](http://www.ils-barcode.com/)

* Led the growth of the US-based company which manufactured and marketed barcode and related hardware, software and media across many industry segments including technology companies, defence contractors, telecoms, manufacturing corporations, healthcare, pharmaceutical and logistics companies.
* Developed and launched strategy for both direct and channel sales which ensured consistent year on year growth.
* Closed deals ranging from 10-20k USD off-the-shelf product to more customised hardware and software solutions with deals closing at over 100k USD.
* Remotely managed sales strategy and development from Northern Cyprus after relocating in 2010 before selling stake in the company.
* Personally led a range of international projects with products and solutions deployed across the UK, Spain, Portugal and other EMEA countries for US companies with enterprise solution needs.
* Responsible for spearheading global defence contracts with US Army and Air Force for custom solutions deployed in global locations including Kuwait, Iraq and Afghanistan; led all negotiations and projects through to implementation and client sign-off.

**BOARD & SENIOR APPOINTMENTS**

**Vice Chairman of the Democratic Party, Northern Cyprus, 2010 – 2015**

* Responsible for all foreign relations and served on the Presidential Council.
* Senior Adviser to the Deputy Prime Minister and Party Chairman.
* Represented the Party at inter-communal dialogue meetings between the Turkish Cypriot and Greek Cypriot political parties.

**Chairman and CEO, Cyprus Insurance Co Ltd., 2015**

*One of the top three largest insurance companies in North Cyprus*

**Honorary General Counsel for Boston Region for TRNC, 2008 – 2011**

* Appointed by the Council Of Ministers of North Cyprus.

**EARLY CAREER HISTORY (USA)**

Sales Engineer, then Product Manager and Marketing Analyst, Capetronic Corporation, 1989 – 1992

Management Consultant, 1993 – 1994

Product Development & Marketing Manager, Termiflex Corporation, 1992 – 1994

**EDUCATION**

BSc. in Electrical Electronics and Computer Engineering, University of New Haven, Connecticut, USA.