

FREDY AKAL

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Independent Advisory Services – Stockholm, Sweden Jan 2021 – Present

Empowering companies to generate growth through international trade, and sales & marketing strategies.
Empowering family and friends to reach financial freedom through right investment strategies: Don't work for money, let money work for you!

Meteksan Printing, Bilkent Holding – Ankara & Istanbul, Turkey Jan 2018 – Mar 2022

Managed digital and offset printing operations. Revitalized two business units from loss operations to 10 year sales and profit records while country has suffered a major currency devaluation.

BKG Bilintur, Bilkent Holding – Istanbul, Turkey Jan 2014 – Mar 2018

Managing Director
Managed largest museum store chain the world (150 stores, 70 cafes, 10 restaurants; +\$45 MM in turnover). Directly reported to Board of Directors, with full P&L responsibility. Over 21 MM visitors/year, team of 500+ people and 25,000+ SKU's.

Director – Sales, Logistics, Retail Operation & Business Development May 2009 – Jan 2014
Established retail and head office operation for BKG Bilintur. Opened over 60 museum stores in two years. Ran retail sales operation, managed inventory, and supply chain, and oversaw company P&L and budget to provide strategic and operational direction.

LoveYo Frozen Yogurt / KAF Partners – Istanbul, Turkey May 2008 – April 2009

Founder & Managing Director: Started up globally growing frozen yogurt retail concept in Turkey. Developed a new brand; managed all aspects of establishing the new business – retail operation, marketing/PR, and product mix.

Swatch & Calvin Klein, Eren Holding – Istanbul, Turkey Dec 2006 – Apr 2008

Business Manager: Oversaw sales, logistics, product/brand management, supply chain, marketing & PR (\$2.5 million budget) functions to ensure the brands are properly represented, while maximizing sales and profits. Direct P&L responsibility for over \$35 millions in turnover, while leading team of 120 people. Increased total yearly revenues by 35% and profits by 30% within a year.

Retail Operation: Increased the Swatch store operations from 38 to 55 locations, managing leasing negotiations and contractual terms with shopping malls and project developers. Generated over 20% same-store sales growth in units.

Wholesales Operation: Revised wholesale strategy to optimize wholesale channel performance. Decreased third party franchise network from 350 to 300 locations in 50 cities; while increasing total unit sales performance through improved customer and inventory management, supply chain management, and performance-based sales system.

IKEA Turkey – Istanbul, Turkey Nov 2004 – Dec 2006

Strategic Planning and Business Development Manager: Headed expansion and planning functions within the newly established operation, directly working with General Manager, Board of Directors, and IKEA global headquarters (Inter-IKEA Systems BV). Conducted financial feasibility of \$300 Mil investment, P&L forecasting, management of lease negotiations, real-estate site assessment, cannibalization scenarios in multi-store environments.

New England Consulting Group – Westport, CT (USA) Aug 2000 – Aug 2004

Senior Project Manager: Designed and executed business analyses, managed internal and client resources required completing strategic/marketing management consulting engagements for Fortune 500 clients in various industries. Representative Clients: ACNielsen, American Greetings, Bagel Bites, Bayer Aspirin, Boston Market, Heinz, Hunt, Invisible Fence, Office Depot, Ore-Ida, Sprint.

Branding Strategy: Developed corporate reputation and brand equity roadmaps for several clients. Conducted brand audits, developed brand architectures and evaluated brand positioning strategies.

Business Growth Strategy: Identified new product & service categories, as well as alternative sales channels, for major retail clients, assessed market potential, and developed go-to-market strategies.

Strategic/Marketing Planning: Developed strategic business and marketing plans for various clients. Work involved business situation assessment, development of growth strategies and specific short-term marketing programs. Developed strategic guidelines for corporate HQ to manage various brands, sales forces, channels, and marketing plans.

Corporate Repositioning Strategy: Developed strategy to reposition a large company for long-term future growth. Developed positioning strategy alternatives and tested through market research.

Business Turnarounds: Worked on various business turnarounds involving development and execution of strategies for product, packaging, promotion, advertising, distribution, trade and manufacturing.

New Product Assessment/Launch: Developed business plan and go-to-market strategy for a B2B2C product. Assessed market opportunity and developed strategies for product positioning, branding, pricing, distribution, and rollout plan.

Consumer Segmentation Strategy: Analyzed existing research to identify possible segmentation alternatives and developed marketing roadmap targeting core segments.

Babson College – Boston, MA (USA) Aug 1996 – May 2000

Bachelor of Science in Business Administration
Cumulative GPA 3.33/4.00 – Graduated with Magna Cum Laude
Concentrations in International Business and Corporate Finance

Italian High School – Istanbul, Turkey Sep 1991 – May 1996

Graduated in top 5% of the class

Personal

Enjoy value investing (and identifying long-term compounders), arbitrage opportunities, mental models and human psychology, photography and running. Fluent in Turkish, English, Italian, Armenian, intermediate Spanish.