**TUNÇ BERKMAN’S BIO**

In 1995, I started as a junior auditor in Deloitte&Touche/Istanbul. After my MBA, I worked as a consultant in Monitor Company focusing on telecommunication and retailing projects at their New York branch.While I was working at Monitor, I got an IT certificate in Internet Technologies from New York University.

In June 2000, I started working for Koç Holding as the Business Development Manager. I managed the M&A deal of Apple Turkey for Koç Group. I established the first internet travel company in Turkey called Bookinturkey. I was the leader of the first comprehensive e-transformation project in Turkey for the Koç group with Cisco. In 2002 I transferred to Tanı Marketing Corporation. Tanı is the first direct database marketing company in Turkey and has a unique customer base of 26 million customers. At Tanı I was the Operations& Planning Group Manager

In 2004, I became the Business Development Manager for Arçelik Group. From 2005 to 2007 I worked as the Marketing Group Manager for Arçelik and managed 1 Billion TL budget.
On July 2007, I started working as the Strategic Planning Director in Avea Communication Services Corporation. As the Strategic Planning Director I was responsible for the pricing of all tariffs,company strategies,and new business development. January 2009, I became Corporate Customer Segment and MVNO Director. Corporate Customer Segment Director is responsible for the corporate brand identity and advertisement, corporate tariffs and CRM activities of corporate customers. I established the first MVNO business model in Turkish telecommunication market and deployed Fenercell and GSMobile.

I joined Veritas Media as the General Manager in 2011. I am the CMO of Vestel Trade Co since 2013 as the CMO of Vestel I was chosen the CMO of the year in 2016& 2017 by Capital Magazine and among the top 50 the CMOs by Fortune Magazine. Since September 2018 additional to my marketing responsibilities I am also responsible for trade&retail marketing, outsource management of SDA products and became Sales VP of mobile products. I resigned from Vestel on November 2019 to deal with my private investments.

***Angle Investor:***

Since June of 2010, while working as professional manager I also invested in other business as an angel investor. I acquired shares in an assorted tea business from an old colleague of mine which we worked together in Koç Holding. We created a new tea brand called “Chado” that only targeted A and A+ consumer segments. We are the number one player in the assorted tea business. I was in charge of brand management and business partnerships. The business is still growing. Currently, I only act as networking board member and do not have any operational responsibility.

Mobilexpress was another investment that I took part as a founding investor. With four founding partners we launched the business in December 2011. The business model is based on mobile payment systems. Mobilexpress business model is based on impulse buying of products that people see on any type of advertisement. It started initially with sending text codes of products that you see in the advertisement by using a mobile phone. The purchase and payment is made by the consumer’s credit that is associated with the mobile phone number. This year in addition to SMS text model, the QR code model that works with smart phones and Iphone apps had been launched. Arçelik, Fenerbahçe, Biletix, Setur, Avea, Phillip, Epsilon Publishers, Boyner and Beymen are some of the merchants that use Mobilexpress to sell products through advertisement.

The company also signed contracts with TTNET, Avea and Turk Telekom to be their mobile payment system. From 2011 to April 2014 we had two round of financing in which I managed to bring in investors. I also have no operational role in Mobilexpress and I am one of the board members. I am also an independent Board Member at Açıkkart which as customer relationship management company for shopping malls and government retailers since June 2013.

I had started a digital agency named One Digital which specializes on digital media planning on the September of 2013. After I left Vestel on November 2019 I sold my shares in One Digital media agency to my partners. With some of the capital I received from the sale I invested into a new start-up called WorCompany. WorCompany is a shared office and virtual office business which also offers on demand accountpng and crm services to office spacing renting companies. I also work as an interim Partner for TBS Investment and management company as consultant for clients in the area of fund raising, branding and marketing strategy.