

GOKHAN AYSELI

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SUMMARY

Result and P&L oriented executive in Growth and Business Development with a proven track record of success. Effective leader skilled in implementing new business models, revenue streams, process improvements, leveraging technology, and driving cost reduction initiatives. Experienced in navigating fast-paced, dynamic business environments. Experienced in international market feasibility, cross-border expansion, and digital platform commercialization. Proven ability to transform operational ecosystems into profit engines. Strong communicator with expertise in process optimization and a dedicated work ethic.

SKILLS

Business Development	Results-Oriented
Change Management	Customer Satisfaction/Orientation
CRM Systems and Processes	Project Management/Leading
Operation Management	Product Development
Customer Experience Re/Design	International
	Turkish (Mother Tongue)

Languages : English (Advanced/Native)

EXPERIENCE

- 08.2020 – Current **Director of Business Development, AssisTT A.S. A Turk Telekom A.S. Subsidiary.** *Manage 5 different business units: business and product development, customer experience, Quality Management Systems PMO and International Sales and Operations. Main responsibility was to provide a Cross-Functional Leadership throughout the company, focus on Revenue Architecture and EBITDA Optimization*
- Took over International Sales and Operations in May 2023 and created **400K USD new revenue in first 3 months** and within first two months of 2024 brought a new client that will create **750K USD** annually. Follow and track PNL / Budget, oversee strategy of the company and create the business plans. Led feasibility and go-to-market research for multiple European and emerging markets. Designed financial and operational models for cross-border expansion. Contributed to establishment and launch of AssisTT Holland BV and TT Ventures new project in Germany (**Gift Play – Projected revenue for the first 6 months 600K USD / 2026**).*
- Create new business and product models to drive revenue growth and enhance customer experience. Built and scaled new business lines, prepare Go-to-Market Strategy and generating 1.5M USD+ incremental revenue within 12 months, achieving 40% EBITDA margin. New products and business models: Virtual Agents, AssisTT Workforce Management Software, Omnichannel Platform, Freelance Customer Representative, New CRM, Start-up Turnkey Call Center (CCaaS), Chatbot, Vendor Collaborations – Cross Sell Functions.*

05.2015 – 08.2020 **Group/Senior Manager, Customer Care Broadband and TV Operations, Turk Telekom. A.S.**

Turk Telekom is the leading telco of Turkey with 55 MN subscribers and 25 B TRY revenue. I led the entire broadband and TV customer care operations, overseeing end-to-end KPIs, budget, processes, and projects for approximately 3,000 employees that was serving to 16 MN subscriber. Broadband and TV subscribers created 12 B TRY of the company's revenue. Took over the responsibility for Digital Transformation of Broadband and TV products and customer lifecycle (Fix the CEM, Appointment services, in House setup processes)

08.2013 – 05.2015 **Manager, Corporate and Technical Solution Center, Customer Care, Avea Iletisim Hizm. A.S.**

Managed corporate, SME, and key customer relationships, including KPI management and process re-designing. Improved relations with Sales and Marketing teams and implemented new customer experience management strategies for corporate accounts.

08.2012 – 08.2013 **Manager, Outsource and VAS Ops, Customer Care, Avea Iletisim Hizm. A.S.**

Oversaw vendor management, cost management, contract management, and the outsource budget of approximately \$10M annually.

09.2009 – 08.2012 **Manager, VAS and 3G Operations, Customer Care, Avea Iletisim Hizm. A.S.**

Managed efficient and customer-oriented operations, including inbound, outbound, back office, and mobile teams in customer care. Fostered strong interdepartmental relationships to ensure smooth operations and customer satisfaction

10.2007 – 09.2009 **Team Leader, VAS and 3G Ops., Customer Care, Avea Iletisim Hizm. A.S.**

Team management, tracking and reporting KPIs, involve in projects i.e.: 3G launch in Turkey, design processes.

02.2006 – 02.2007 **Customer Representative, Customer Care, Avea Iletisim Hizm. A.S.**

Foreign Language support and technical support team member

07.2004 – 01.2006 **Import / Export Responsible, Alfa Sinai Yatirim A.S.**

Controlling import-export to construction sites abroad and at borders, tracking the expenses and other activities of import-export, tracking and approving of purchase orders and offers.

PROJECTS

2024 / 2025

Sustainability & ESG Leadership, AssisTT & Turk Telekom, Business Partner

Led sustainability adaptation projects aligned with parent company strategy (Türk Telekom Group). Coordinated ESG data collection, KPI standardization, and cross-functional reporting. Contributed to preparation of consolidated sustainability reports. Integrated sustainability metrics into operational and business planning frameworks. Supported alignment with global ESG standards and corporate governance expectations.

01.2025

AssisTT 360, Omnichannel Platform, Product Leader

Worked with a vendor to create a new white label omnichannel platform for AssisTT and created go-to market strategy. Created 1M USD revenue with %30 EBITDA.

- 08.2024 **AssisTT Digital, Business Leader & Project Leader**
- Created a new fully digital employee experience platform where AssisTT could start hiring, onboarding, training, performance management, workforce management processes from the platform without the need of any human labor. The platform provided a complete digital transformation for employee lifecycle and contributed to **EBITDA and G&A cost reduction (%10 G&A savings)***
- 12.2023 **AssisTT International, Business Leader & Sponsor**
- Launched AssisTT International Brand and led AssisTT's international market expansion. ☑ o-to-market research for multiple European and emerging markets. Designed financial and operational models for cross-border expansion. Contributed to establishment and launch of AssisTT Holland BV. Managed international accounts and structured revenue pipelines. Built partnerships and vendor ecosystems for foreign markets. **Overall revenue in 2 years 2M USD+**.*
- 10.2023 **AssisTT CRM, Project Leader**
- Project leader for internally developed CRM and Ticket Management System both for internal use and put in the customer product portfolio. Created 500K USD Revenue by the end of 2024.*
- 06.2023 **Freelance Customer Representative, Business Leader**
- Launched a new work model for Customer Reps to create a different model for different needs and create a new revenue model where it also contributes to EBDITA growth. In 1 year reached to 800 reps and increased the EBDITA %50.*
- 08.2022 **CCaaS – Start up Turnkey Call Center, Business Leader**
- Developed the strategy and implemented a turnkey call center solution, generating 4M revenue generated within the first 4 months of 2023.*
- 01-12.2022 **Product Portfolio – Ready to sell technology catalog, Business Leader**
- Created the strategy to create new revenue opportunities for the company. Created the product lines, pricing strategy and added 1,5M USD revenue and 40% EBITDA.*
- 11.2015 **Mosaic, Stream leader in process unification project.**
- Main responsibilities: defining as is processes, designing to be processes for 4 different product lines and combine 4 product process to create an aligned product and customer lifecycle.*
- 09.2013 **CRM Integration, Project manager for the new CRM system integration.**
- Main responsibilities: Implementation steps of the new CRM system in Customer Care, defining all the functions in order to increase first call resolution and lower the cost of customer care, managing internal and external relationships with vendors and IT teams.*
- 07.2009 **3G Integration and Launch, Team Member for the 3G Network Integration & Launch**
- Main responsibilities: Designing customer processes and customer representative system interfaces for 3G services, joining the teams in marketing to improve customer data usage and penetration.*

EDUCATION

09.2013 – 09.2014 **Executive MBA**, *Sehir University – Sheffield University (UK) Supported Program - Istanbul*

09.2007 – 06.2011 **Master's in Organizational Behaviour** , *Marmara University - Istanbul*

09.1999 – 06.2004 **Bachelor's Degree in Economics**, *Kocaeli University - Kocaeli*

INTERESTS

Travelling

Cooking / World Cuisines

Music

Researching Technology / New Technologies

Cultural Exchange - Exploring new cultures

Reading