

UGURCAN VURGUN

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EDUCATION

2019 – 2024

Ph.D. in Linguistics

University of Pennsylvania
Focus Areas: Psycholinguistics, Semantics

2015 - 2019

Master of Arts in Linguistics

Bogazici University, Istanbul
Thesis Title: The Syntax of Focus Particles in Turkish
Thesis Supervisors: Mine Nakipoğlu, A. Sumru Özsoy

2002 - 2007

Bachelor of Arts in Business Administration

Koc University, Istanbul
Ranked 784th in the undergraduate admission test out of 1.4 million people
Vehbi Koc Funding including full tuition, boarding and monthly stipend
The president of Marketing Club (2004-2005)

2005 – 2006

Erasmus Exchange Program

Tilburg University, the Netherlands

1994 - 2002

Icel Anatolian High School, Turkey

Area of study: Math and Sciences

WORK EXPERIENCE

June 2017 – April 2018

Customer and Channel Development Manager, Unilever

Responsible from the retail savory operations of Unilever Turkey which spans from the modern and traditional sales channels to the e-commerce
The key leader for the P&L and the trade marketing operations of the brand which brings in roughly \$80 Million annually
Leading the innovation plan of the brand, one of the most innovative brands of Unilever portfolio

Jan 2015 – May 2017

Region Manager, Unilever

Jan 2015 - Sep 2015 (Eastern Mediterranean)
Oct 2015 – Jun 2017 (Eastern Mediterranean + Southeast Anatolia)
Responsible from a sales target which makes up roughly 10% of total Unilever Turkey sales, managing operations within the distributive trade channel in Eastern Mediterranean (7 cities) and Southeast Anatolia (10 cities) regions
Responsible for the sales and distributor teams (110+ employees in sales teams, 190+ employees in distributor teams).

Mar 2014 – Dec 2014

Trade Marketing Manager, Unilever

Responsible for all Turkey trade for margarine brands – annual sales of \$76 Million
Develop & implement the category strategy in the trade

Nov 2010 - Nov 2013

Customer Executive, National Accounts, Unilever

Responsible for Tesco TR, foods category, annual sales \$15 Million

Jan 2010 - Nov 2010

Customer Executive, Local Modern Trade, Unilever

Responsible for personal care in seven local retailers, annual sales \$2.5 Million

Jan 2008 - Dec 2010

Field Executive (Management Trainee), Unilever

Management of field merchandising team of 20 people

PROFESSIONALS SKILLS

English: professional working proficiency (C2)

German: professional working proficiency (C1)

French: elementary proficiency (A2)

Native speaker of Turkish